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European Institute of Innovation and Technology

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Mobility for more liveable urban spaces

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Writing for Success Workshop

Presenters:

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Why This Workshop?

In response to partner feedback, EIT Urban Mobility are providing interactive training workshops on how to prepare a well-written proposal.

What Will I Take Away from the Workshop?

- Key elements that contribute to an effective proposal
- Presenting information in a convincing and consistent manner
- Create links across key sections of the application
- Think like an evaluator when you write

Practice (Optional)

- Suggested exercise to check your learning, option to get feedback – individual feedback

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What Will Be Covered Today?

- ❑ Why this Workshop?
- ❑ GENERAL
  - ❑ Red Threads
- ❑ ELIGIBILITY & GENERAL INFORMATION
  - ❑ Partner Descriptions
- ❑ EXCELLENCE
  - ❑ Activity Description for Public Dissemination (Abstract)
- ❑ IMPLEMENTATION
  - ❑ Work Plan
  - ❑ Deliverables
- ❑ IMPACT
  - ❑ Demonstrations
  - ❑ KPIs
  - ❑ Commercialisation Strategy
  - ❑ Sustainability
  - ❑ Risk Management
- ❑ BUDGET
- ❑ PRACTICAL TASK + PROCESS

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BP2022 Indicative timeline

- Preannouncement – 4 Challenge Areas Innovation - December 2020
- Innovation Days – February 2021
- Call Opens – March 18, 2021 (2 months)
- Matchmaking – March 2021
- Call Closes - May 17, 2021
- Eligibility check – Mid-May 2021
- Evaluation – May – July 2021
- Communication of results - Mid-July 2021

CfP2022 submission in Plaza: tailored fields to innovation
e.g. State of Art/Play, Demonstrators, Market Assessment.

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SECTION - General

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General Common Issues

- Activity Description/Abstracts are not clear
- Use of jargon or inconsistent use of terms
- The outcome is not evident
- Wordcount is not fully utilized
- Rehash of previous application without tailoring the response to the call
- Business focus is not evident
- No alignment (objectives, output, deliverables, tasks and milestones)
- Information presented in incorrect order
- National imbalance and partner make-up
- City presence is weak and seems to be an after-thought
- Performative coverage of topics

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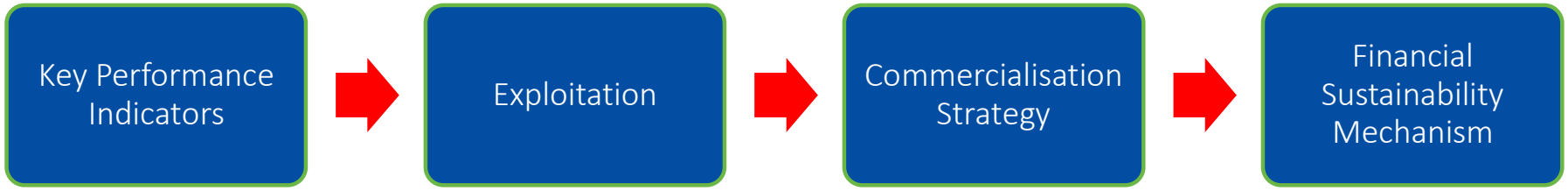
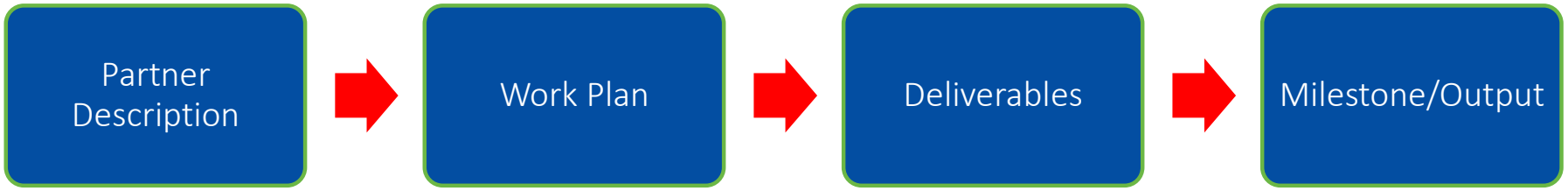
Red Threads

There are **two 'red threads'** within EIT UM proposals. Red threads are common related content within an application that self-refer and self-reinforce. Failure to make an obvious and blatant link between these themes may weaken a proposal. The two red threads are linked to FSM (thread 1) and Activity (thread 2).

Thread 1



Thread 2



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SECTION - Eligibility & General Information

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Partner Description - Common Issues

The partner description is an opportunity to explain specifically *why* each of the partners participate. The partner description should outline a) *how* partners link to the proposed project and b) detail their function in the project and role in realizing the project objectives.

Common issues

- Generic description about the partner
- Description of how the partner links to the project is vague or missing altogether

How to write a winning Partner Description

- Focus on the function/role the partner will fulfill in the project
- Demonstrate why the partners were selected and are THE right partner to participate.
- Ensure all required project functionality is accounted for (e.g., no gaps in functionality across the consortia)
- Ensure there is little to no unexplained overlaps between the partners
- Cities: A minimum of three cities should demonstrate the same solution within the project lifecycle.

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Examples: Partner Description Less Effective

Partner	Description
013 – EPFL	EPFL is a major university in Switzerland with a department focused on Mobility and Transport. They are active in over 40 projects in Europe and 15 currently funded by the Swiss Federal Government. They are location in Lausanne and have extensive academic track record in peer reviewed journals.
018 - Automotive Technology Center of Galicia	CTAG is a well-respected technology centre and a founding member of EIT Urban Mobility. They have more than 150 staff fulltime and 200 experts on working on project basis. They have expertise in areas such as electronics, new materials, ICT, powertrain emissions and passive safety.
043 - Technical University of Catalonia	UPC was founded over 50 years ago and prides itself on its technical expertise and links to industry. It offers three levels of tertiary education and has strong links to Spanish and Catalan funding organisations and government.

Examples: Partner Description Effective

Partner	Description
013 – EPFL	Responsible of exploring the collaborative dimension of an urban air pollution monitoring strategy and proposing innovative effective ways of engaging citizens to become part of the decision-making process of the local authorities towards a zero-emissions urban mobility plans. EPFL will be responsible for Activities 2 and 5 and three deliverables
018 - Automotive Technology Center of Galicia	Coordinator. Business owner. Responsible of the technology fit of concepts of portable air pollution devices. Due to the large expertise in automotive sector, will bring the knowledge to maximize potential exploitation opportunities in collaboration with OEMs. CTAG will be responsible for Activity 1 and 3 – and overall project coordination. Testing will be managed through their leaderships. The spinout will be founded by CTAG
043 - Technical University of Catalonia	Responsible of the operational design of portable air pollution devices and explore the design of the forecasting platform with demanding diffusion of pollution modelling. UPC will coordinate with the cities to ensure demonstration scenario and testing in aligned with common output. As such they are responsible Activity 4 and 6 with 2 deliverables including the communication strategy.

Activity Description/Abstract

The purpose of the activity description is to provide a clear and concise summary to the reviewer reflecting why this proposal addresses the call text requirements. It should outline the main issue the proposal addresses, how it plans to tackle the issue, where demonstrations will happen and how the proposal outcome will impact communities and advance urban mobility and city liveability. The activity description is very important in setting the tone of the rest of the proposal.

Common issues

- Overly wordy - Unclear and unspecific
- Poor summarisation of key elements

How to write a winning activity description

- Avoid being overly wordy
- Write clear, concise, and specific content
- Is there an understanding of the project in its entirety

a) The issue? b) Relevance? c) What is going to be done? d) How is it done? e) What is the outcome? Project AND Business

Examples: Activity Description Less Effective

Road deaths are a major issue in European Mobility development and planning, which has seen limited change in recent years. Pedestrians are at risk in situations linked to active mobility interfacing with micromobility, interchange and with vehicular traffic, often very dangerous and avoidable, resulting in unsatisfactory outcomes. Ensuring lower accident and fatalities rates is a key indicator of success according to European mobility Plan 2024. EIT UM has a role to play in the monitoring, benchmarking and evaluation of strategies to reduce fatalities. A framework to address harm reduction will help cities assess their risk categories and will improve outcomes and propose new dimensions of safety, based on a statement on shared responsibility and accountability.

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Example: Activity Description Effective

*Road Accidents are a major concern for Urban Mobility (**Issue**). As micromobility, electrification, and e-mobility have seen increases in accidents **(Relevance**). SafeSPACE as a project will design a digital "active mobility safety belt" to ensure drivers, pedestrians and shared mobility users are aware of vulnerable users such as children and elderly, as well as those with reduced mobility, hearing, sight (**What Plan**). This will be via V2V, V2I and P2V systems in which all moving objectives are part of the ITS using existing mobile phone systems (**How done).** This will drive down the accident rates in our 3 demo cities in key Routes (**Outcome Project**). The software service will be sold via a spinout from our project (**Outcome Business**).*

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Work Plan - Common Issues

The Work Plan or Activity Plan* is the main place for **conveying practical information** about the project execution. This section takes the innovation excellence idea and shapes it into a **specific outline** of **what**, **whom**, **how, when** and in **what** order. The work plan should include a title, list the main partner leading, description of work area, list subtasks, outcomes, milestones and any deliverables.

Common issues

- Inconsistencies in tone, language and/or terminology across tasks.
- Bullets points and note forms
- Insufficient length
- Imbalance between the partners' role in the activities and what is reflected in the budget
- Mismatch between what is outlined in the Workplan
- Research
- Refer to deliverables and milestones in the Workplan

**The term 'Activity Plan' is used by EIT UM - other funding programmes may refer to this as: Task Descriptions, Work Plan, Work Package Description.*

Example: Work Plan Less Effective

There are two main activity phases 1 and 2

Phase 1: Data extraction and Data fusion, coming from multiple sources to help build an MaaS, mobile phone and individual travel records. Modelling of demand from data from origin/destination better informing planning.

Phase 2: Building on Phase 1, areas from improvements can be identified to ensure better overall service. An assessment of varying scenarios done and evidence based solutions proposed.

Activity 1 - Helsinki, Berlin, Copenhagen, Uni Metro, Technical Institute Brno
Activity 2 - Helsinki, Berlin, Copenhagen, Uni Metro, Technical Institute Brno
Activity 3 - Helsinki, Berlin, Copenhagen, Uni Metro, Technical Institute Brno

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Example: Work Plan Effective

The implementation of the project is planned for 24 months, in which the first 12 belong to the BP2021 and the following 12 will extend to BP2022. The four main technical tasks proposed are:

- Framework factory tool development named as T1 and lasting for 2 years
- City-lab activities with drones – names as T2 and lasting for two years
- Economical sustainability of U-space – named as T3 and lasting for one year, and merging into T1 in the second year
- Validation and educational material – named as T5, this task will be started after the first year and will be fully executed during the second year under for BP2022.

Tasks T1 and T2 include main activities in the project and will be executed during the full project period. They approach the same problem, one in an empirical way and the other in a practical way. Cities are not yet prepared to understand the full implications of urban air traffic. Options on how many drones can flight simultaneously, at which altitude, which are the noise limits and so on must be taken by the municipality. First, they need to understand the technologies being proposed at European level, interact with the civil aviation authorities, with the national air navigation service providers, with the operators and with the industry. A milestone in June 2021 is defined in task T1 to establish the moment when the U-space knowledge will be consolidated and the design of the urban mobility will be proposed. At the end of the first year the deliverable D1.2 will be the factory Tool V1. Task T2 will develop a series of living labs at the 5 cities involved as partners. During the first year the living lab will run in parallel with the ITS World Congress organized in Hamburg. A relevant deliverable, the prototype ready for the exhibition and the second milestone of the project is planned in month 9.

Deliverables - Common Issues

A deliverable is a **tangible or intangible good or service produced** at a given moment during the project. It is an essential element to build the final solution/service/product. Deliverables chart the path to reach project objectives and could be a report, a document, a software product, additional function spec, service upgrade, or any other building block of a project. Deliverables must be:

- Building blocks for the project solution/service/product
- Track progress
- Linked to the output/milestones of the project
- Be something definitive or specific
- Anything that is promised as an output of the project can be considered as a deliverable.

Common issues

- Too many deliverables -- not more than 6 to 8 in a year
- Academic Report/Event Reports/ WP Reports
- Project internal documents are considered “deliverables”.
- Insufficient description of the deliverable
- Clustered deliverables

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Example: Deliverables Less Effective

DELIVERABLES	
D12: Report of City Workshops	Reports from the three city workshops
D13: City Implementation plan	Plan developed to implement outcome of workshops in three cities
D14: City Acceptance Report	City Response and acceptance of plan.
D15: ICT Architecture and data chain	Finalised CITY IT set-up and requirements and data architecture necessary to set-up demo and test.
D16: Data Implementation Plan	Completed working plan of set-up timelines and actions.

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Example: Deliverables Effective

DELIVERABLES	
D1: Living Lab Model plan	Baseline of existing set-up, technology, database and requirements of each city. Comparison of each city demonstrator and action plan to bring the parties to comparative level for full scale rollout by Q3.
D2: Application Integration and Upgrade Model	The main integration and two applications via SDK and API to allow the existing city mobility solution to incorporate the new technology from xxxxxx. Set up of FAQ and helpdesk function. Alpha test and Beta test will lead to reiteration of Deliverable in M6 and M9.
D3: Training Module Release	Finalised training modules completed for a) City Administrators, b) Commercial Partners and c) General Public
D4: City Demo and User Recruitment	Each city will recruit a minimum 500 users per city for a minimum of 4 months to allow testing. This report will cover how each city attained test cohort, trained users and managed their feedback, input into UX.

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SECTION - Impact

The *'value'* section which answers the question 'What is the value of the project'?

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Demonstrations - Common Issues

EIT Urban Mobility Innovation calls are solely for solutions/products/services with a minimum TRL of 6 which require testing via demonstrations (demos). How and where the demos will take place should be outlined as well as inform the ways in which citizens are beneficiaries. Existing city resources and infrastructure exploited and built upon during the demo should be outlined.

Common issues

- Poor description of how the product/solution/service will be demonstrated
- The use of tools for administrators, policy, and surveys in lieu of actual on-the-street testing for data gathering
- A city socio-economic impact assessment without a preceding/proceeding demo
- A toolbox/framework or reference model is the output (KPI) of the demo
- Observer cities assess the demo work completed in one city
- Token engagement of other cities to meet call criteria

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Examples: Demonstrations Less Effective

- *The Minimum Viable Product developed in the previous WP will be tested in a real-life environment.*

- *The product will be tested in the city environment where its technical and business viability will be tested along with citizen engagement.*

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Example: Demonstrations Effective

The new logistics operational and business model ***(what)*** *will be demonstrated in Berlin, Trier and Aalborg* ***(where).*** *Each city has already identified its main site and has an active community association ready to co-operate* ***(end beneficiaries).*** *In M4 final planning for all demos will be completed and Common success criteria defined* ***(when).*** *The Cargobikes and management application will be delivered by M5 and initial testing will begin in M6 limited to two/three local supermarkets.*

User satisfaction and business model issues will be addressed in M6-7 in preparation for full testing in M8 of all small packet deliveries in the 2/3 postcodes per logistics Hubs ***(list stages).*** *By the end of the demonstration over 40% of local deliveries should be via the local logistics hub* ***(success).*** *Additional Assessment will be done with the Chamber of Commerce in each city* ***(industry engagement).***

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Key Performance Indicators – Common Issues

Key Performance Indicators (KPIs) are a mechanism for monitoring and measuring an activity's impact in a systematic way for future evaluation and assessment. Provide KPIs relevant to the objective of the innovation.

Common issues

- KPI are scattergun and unable to be tracked/measured
- No link between KPIs - FSM

How to write winning KPIs

- Select core KPIs that are trackable
- Avoid overcommitting

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Examples: KPI Less Effective

EIT Core KPI Targets	KPI Code	KPI Title	Target Value 2021	Target Value 2022	Target Value 2023
	EITN03	#Products (goods or services) or processes launched on the market	1	15	75
	EITN04	#Start-ups created as a result of innovation projects	3	6	18
	EITN07	#Success stories submitted to and accepted by EIT	3	10	30

EIT Urban Mobility Specific KPI Targets	KPI Code	KPI Title	Target Value 2021	Target Value 2022	Target Value 2023
	KON03	Members of City Club	2	6	12
	KON06	Outreach events in EIT RIS countries	2	4	8
	KON11	Number of external and internal events	3	30	100
	KON13	Annual reach of impressions for EIT UM online content	10000	100000	1000000
	KSTN03	Innovative mobility solution implemented by a city	2	30	100
	KSTN04	Solution preventing external effects of transport on humans and environment implemented by a city	2	30	100

KPI proposal for 2022 call

EITHE02.1	Marketed innovations
EITHE04.1	Start/up created of/for Innovation
KONHE03.2	City engagements in projects

KSN02	Demonstration/pilots/living labs within a project that actively involve citizens and/or local associations
EITHE01	Innovative products/services designed or tested
EITHE01.1	Tested innovations
EITHE01.6	Participants involved in innovations design/testing
EITHE01.03	EIT RIS Designed/Tested Innovations

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Commercialisation Strategy – Common Issues

A project commercialisation strategy should highlight a) **subject** of the Financial Sustainability Mechanism (FSM) (product, service, patent, solution); b) the **type** of FSM (equity share in start-ups created, product and service fees, revenue share, transaction fees, royalties etc.); c) the **responsible commercialising partner**, and d) a **Return on Investment** (ROI).

Common issues

- Poor articulation of the product/service/solution route-to-market
- Lead commercialisation partner not identified
- Use of 'marketing strategies' interchangeably with 'commercialisation strategies'
- No clear link with KPI and FSM
- Use of reports, roadmaps, and toolkits as a 'product' is weak and a warning sign

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Example: Commercialisation Less Effective

It will be very hard to identify the marketing and commercial strategy of the project as there are multiple impacts of the project. We can mention young people, tourists and people with extra disposable income. As such commercialisation would have to pass through social media to be relevant to the target group of youth in urban settings. The approach has to be captivating and innovative to ensure success. Other markets may include supermarkets, shopping malls, sports arenas and cinema complexes. Other tourist locations and historic places could also be targets of the micro-hubs. The strength is the versatility of the solution and the different potential avenues of exploitation and revenue.

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Example: Commercialisation Effective

The project will provide a ruggedised universal plaque charging station linked to the local microgrid with access control for local residents via their mobile phone. Cargobikes, e-scooters, ebikes and car shares will all be able to use the charger when fitted with the corresponding plaque. The ***NVBMan B.V will be the commericalising partner*** *given their existing client network and links to energy engineering companies. They also have CRM for lead and sales tracking. The solution will be sold as a)* ***a product pack [KPI EITHE03.1]*** *and b)* ***product and implementation service****. Initial pricing based on comparable services would be a)* ***20k-30K*** *for the product pack and b)* ***75k-100k*** *for product/implementation.*

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Sustainability – Common Issues

Describe the mechanism that will be applied to generate a financial return for EIT Urban Mobility. Be specific about the type of mechanism - licencing deals, revenue sharing models, equity in start-ups created by Innovation Activities.

Proposals must provide estimated quantitative return to EIT Urban Mobility. No calculation means no contribution. Ensure that the sustainability mechanism:

- Is it value for money?
- Is it linked to the KPI?
- Is it credible?

Common issues

- Selecting an FSM model and having zero financial value
- Proposed product/service/solution is not a sufficiently business focused innovation, and hence a viable financial sustainability mechanism cannot be identified
- A suitable mechanism is identified however provides insufficient ROI
- FSM is misunderstood – use of partner contribution to EIT for project participation as a mechanism

Sustainability – Examples Less Effective

Mechanism	Description	Responsible	2021	2022	2023	2024	2025	TOTAL
Fees	AirMob partner will pay EITUM fees for 5 years	AirMob	30k	30k	30k	30k	30k	150k
Fees	Conference Ticket Sales	City of VillaStadt	500	500	500	500	500	2.5k
Fees	Report on Autonomous Air Vehicles for sale by EITUM 100%	EIT UM Factory	5k	5k	5k	5k	5k	25k

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Sustainability – Examples Effective

Mechanism	Partner Coordinating Sustainability	Describe the selected financial return mechanisms
Service Fees	Company Name	The management cost of the service are covered by a fee mechanism on users' journeys; in this context a fee of 0.01€ is foreseen for each journey to be allocated to EIT. The service serves an average of 70,000 users per day, estimating that XX users in the period Jan 2021 – December 2025 are on average 40% of the trips made, it is estimated that an average of 28,000 user/day. In the 5 years the amount generated by 5,110,000 users with a fee of 0.01€/user determines an estimated amount returned to EIT equal to 511,000€ .

Risk Management – Common Issues

This section is used to identify and evaluate potential risks to the project. The risk management plan should include strategies for mitigating risks.

Common Issues

- Limited number of risks identified
- Generic
- Insufficient detail on risk
- Limited to external risks only - no operational or governance risks included
- Poor mitigation strategies

How to write a winning Risk Management Plan

- Identify general hurdles (i.e., obvious barriers along the activity's path)
- Include specific risks related to your thematic proposal
- Business and commercial risks (this is important to the EIT)
- Detail a suitable mitigation plan specific to each risk

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Example: Risks Less Effective

Risk Category	Risk Title	Likelihood	Impact	Description	Mitigation
Legal	Law Changes	3	2	Law changes and impacts project	Keep up to date on the changes in the law and adapt
Governance Management	Conflict in Consortia	2	1	Challenges with partners	Strong management team
Operational	Covid	4	4	COVID paralyzes projects and partners withdraw demonstration	The project has demonstrations in multiple cities and should be able to demonstrate

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Examples Risk Effective…..

Risk Category	Risk Title	Like-lihood	Impact	Description	Mitigation
EXTERNAL	Corona pandemic - Citizen engagement	3	4	The consequences of the pandemic for 2021 are not clear at the moment. It could affect the quality of survey results within task 4. The virus could temporarily change the mobility behaviour and the attitudes of respondents to certain topics, so that a distorted picture could emerge. Due to COVID-19, citizen aren't using transport modes at the moment. Also many of them do not travel (also taking the car) e. g. because of the extension of working in the Home Office or contact restrictions / limit	Where needed, questions will be phrased (past format, current mobility behaviour) as it is clearly changed during the crisis and could affect the quality of the results. Cities should support by distributing and advertising the survey in order to ensure as much participants as possible.
LEGAL	Varying, local regulations and policies	4	2	Local regulations, policies and legal framework may have to be modified to implement dynamic parking prices. When analysing regulations regarding existing parking systems, it has to be considered that regulations are different in each EU country and also are part of a political debate and might be changed over time.	In the Subtask 2.2. Study on legal framework in relation to test/implement of innovative uses cases cities different legal frameworks will be studied locally and through a comparative study. The required changes to them and recommendations for implementing the dynamic parking prices will be described together with task 3 of management framework development. The recommendations should take the EU-wide inconsistencies and the dynamics of the process as opportunities.
OPERATIONAL	Lack of stakeholder engagement	2	4	The engagement of stakeholders is crucial to identify the status quo, define goals, management and regulation schemes transferrable to further cities within the EU and also to gather findings about the current mobility behaviour and attitudes of the citizens. If every city only develops isolated ideas, a lack of transferrable results is a high risk. Not involving citizens opinions is also conspicuous for the failure of projects outcome.	The project team will identify and engage relevant stakeholders quite from the beginning of the project. Therefore, several activities are planned within a number of work packages. While project partners involved in WP1 will directly get in touch with (participating and further) cities, WP4 will focus entirely on the engagement of citizens. Dissemination and communication measures will be planned in consideration of specific communication content and target groups.
STRATEGIC	Lack of interest of results from other European	1	4	The interest of moving to a dynamic parking management system in other European cities outside of the consortium is low and the scale-up of the solution won't be sufficient.	A good dissemination strategy will be developed taking into consideration insight from the city club and other cities in Europe to enable replicability and transferability to a wide

SECTION - Budget

This section outlines the resources required to fulfill the proposed project

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Budget – Common Issues

This section is used to estimate the total cost of a project. The project budget should include a detailed estimate of all costs that are likely to be incurred before the project is completed. Items can include personnel salaries, travel and subsistence, goods and services and infrastructure etc.

Common issues

- Insufficient to no detail to justify the budget request
- One project task has the bulk of the budget
- Budgets are inflated – hiding 30%

How to write a winning Budget

- Describe in detail the specific task commensurate to the budgeted amount
- Ensure that no one single task has the bulk of the budget
- Do not inflate budgets
- Personnel, subcontracting, travel budget: split per Task and per partner

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Examples: Budget Less Effective

TASK ID	A2101
TASK TITLE	ACTIVITY MANAGEMENT
DESCRIPTION	Manage the Activity
TASK LEADER	
Start-End Date	01 Jan 2021 – 31 Dec 2021
Deliverable	
TOTAL COST	75k

TASK ID	2103
TASK TITLE	DEVELOPMENT SOLUTION
DESCRIPTION	Overall Design and Development of Solution
TASK LEADER	Biden Foundation
Start-End Date	01 Jan 2021 – 31 Dec 2021
Deliverable	This work will ensure the city needs are understood and workshops are conducted to map the requirements. Work with Citizens for acceptance. Integrate the new modules developed with the existing systems. Implement full test system
TOTAL COST	750k

Examples Budget Effective

Task ID	A2102
Task Title	WP6 App and Network Preparation
Task Description	The data analyses planned in the project rely on active bicycle traffic data that will be collected in all partner cities. To do so, a prototype app was developed to collect bicycle itinerary data from users. This crowdsourced data provides an immediate opportunity to gain insights on travel patterns, preferences and behavior. This crowdsource paradigm has the potential to fill the data gap for understanding how to plan a democratized urban mobility infrastructure to support citizens' needs – in our case long-distance bicycle and e-bike users. The customized app focuses on public engagement, e.g., cyclers can upload data during their travel regarding their travel experience, and it implements gamification protocols to encourage users to contribute data and stay active. Accordingly, WP6 entails the adaptation and 'translation' of certain aspects in the prototype app to the five partner cities, before it can be deployed to the users in these cities for data collection. Thus, the prototype app will be customized to each city, to ascertain that it will be adopted and used by the participating bicycle users. The customization of the app will be made in cooperation with the participating municipalities, and include: 1. Basic user-interface (UI) adaptation, e.g., ease of screen and buttons navigation, interaction modality. 2. Translation to the local language, including buttons, forms, user agreement – etc. 3. Adopting local socio-cultural aspects of the local bicycle communities and users (e.g. gamification aspects) - to ensure continuous ample data collection. This activity will require input from the cities and bicycle organization to ensure the adoption of certain guidelines that are commonly used. 4. Privacy related aspects; according to the GDPR agreements. To ensure the abovementioned, including reliable data collection app testing, small-scale campaigns (pilots) will be carried out in X and Y. These campaigns will be used to ascertain that the app is well-accepted by the users, is easy-to use to collect data, and encourages participants to collect data via gamification. During these campaigns, city employees and volunteers from local bicycle organizations (approx. 10 users in total for each city) will be asked to collect bicycle data for several days. The campaigns will provide the basis for modifications and customizations of the app before it is made available for download in online app stores. Input from the app users will be used for improvements of the app. In order to relate the tracking data to the transport network, a digital representation of the roads and paths available for bicyclists is necessary. In the 2020 project, such digital networks were developed for X and Y, based on several data sources. Based on the experiences from the development of digital networks in X and Y, resources are allocated to coordinate and support the progress in each city and provide relevant methods and feedback during the development of digital networks for A, B and C. The main methodology for Y was to base the digital network on Open Street Map material and then enrich the data with more detailed information from other networks available as well as geographic features such as elevation and land-use attributes. This method ensures that the most relevant factors of bicyclist behavior are included. For example, in Y, the network was enriched with attributes from the network used in the Y Transport Model, which was less detailed in terms of roads and paths but included more precise information. Furthermore, the network was enriched with land-use information and elevation. For X, similar information was made available from City of X, which emphasizes the advantage of the unique collaboration among the different partners. The methodologies for preparing OSM, joining networks and calculation of attributes will be provided to the development of digital networks A, B and C if relevant. However, each city will have own resources (data, knowledge) available for the development of their digital network. Thus, the final digital network for each city will be based on both knowledge and material available within each of the cities and on methodologies developed in 2020.
Task Type	Technology Maturation
Task Leader	Company ABC
Start / End Date	01-Jan-2021 31-Dec-2021
Deliverable Reference	DEL02 Report - Pilot results in X and Y- Company ABC DEL03 WP 6 Report - App and network preparation – Company DEF
Total Costs	102,747 €

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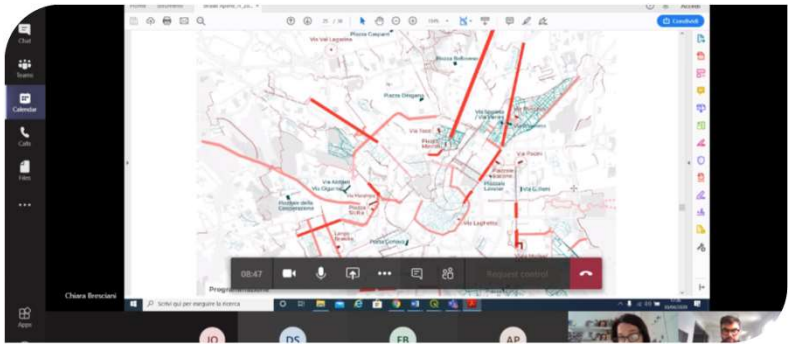
TASK & FEEDBACK

Applying the Discussion

TASK: Write a basic application for review. This is application and refresh with the aim to

- Write an effective activity description / abstract
- Identify a max 6 partners and explain their value and role
- Provide max 5 Activities (WP) in logical order. Who, What, When, How, and Output (Milestones, Deliverables)
- Explain the demonstration/validation
- Highlight Risks + Mitigation
- Connect the KPI => Commercialisation => FSM
- Connect the Work Plan => Deliverables => Outputs



SUBJECT: A series of articles, links and videos have been provided as a starting point. There are multiple angles to see the issues highlighted – local energy grid, inclusion, modal shift, micromobility, product design, city infrastructure, Covid-19.

There is no right or wrong answer

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Reference Content

- Micro x Mercedes-Benz eScooter - micro-mobility.com (micro-mobility.com) PRODUCT
- E-scooters: What are the rules and can they be safer? - BBC News LEGAL ISSUES VIDEO
- Sustainable Mobility: Are Electric Scooters Eco-Friendly? – Youmatter ENVIRONMENTAL
- Lithium ion battery design can charge an electric vehicle in 10 minutes (techxplore.com) ENERGY-CHARGE-BATTERY
- How four European cities are embracing micromobility to drive out cars | TechCrunch CITIES
- The Risks of Mobility Scooters in Residential Buildings – metroSTOR PUBLIC SAFETY AND USE (VIDEO)

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Feedback and Discussion

Complete a maximum of 5 pages word document

GENERAL

- ACTIVITY DESCRIPTION / ABSTRACT
- PARTNER DESCRIPTION
- KPI

EXCELLENCE

- DELIVERABLES
- WORK PLAN

IMPACT

- DEMONSTRATION
- RISKS
- COMMERCIALISATION – FSM

WORK
+ 2 weeks

FEEDBACK
+ 2 weeks

SUBMIT

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Thank You

Q&A

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