



# simpli-city

The Road User Information System Of The Future

## WP 9 – Exploitation, Dissemination, Collaboration and Standardisation

### D 9.3.4: Workshop Report I

Deliverable Lead: FGM

Contributing Partners: TU Vienna, IBM, TUDA, Ascora

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The first SIMPLI-CITY workshop “Business meets Science” took place on the 16<sup>th</sup> of June 2014 at the ITS European Congress in Helsinki. Experts from science and business discussed future trends of Information Systems with a special focus on Road User Information Apps and Services.

Furthermore an additional webinar with the same topic was organised on the 18<sup>th</sup> of September 2014. This document describes both events.



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## Project Partners



TECHNISCHE  
UNIVERSITÄT  
WIEN  
Vienna University of Technology

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Ascora GmbH, Germany



TIE Nederland B.V., The Netherlands



Technische Universität Darmstadt, Germany



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## Executive Summary

The SIMPLI-CITY consortium organised the first workshop “Business meets Science” at the 10th ITS European Congress in Helsinki on the 16<sup>th</sup> of June 2014. FGM as work package WP9 leader was responsible for the organisation and the promotion of the workshop. The place and date was selected and approved by the whole project consortium.

At the workshop, experts from science and business discussed future trends of Information Systems with a special focus on Road User Information Apps and Services.

Furthermore an additional webinar with the same topic was organised on the 18<sup>th</sup> of September 2014. This document describes the two events, their contents, and gives an outlook on future activities.

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# 1 Introduction

SIMPLI-CITY – The Road User Information System of the Future – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 318201. It provides the technological foundation for bringing the “App Revolution” to road users by facilitating data integration, service development, and end user interaction.

Within this deliverable, the first SIMPLI-CITY workshop and the webinar are described.

The focus in this document lies on the documentation of the organisation, promotion and content of both events. Furthermore it gives an outlook to the next SIMPLI-CITY Workshop in 2015.

## 1.1 SIMPLI-CITY Project Overview

Analogously to the “App Revolution”, SIMPLI-CITY adds a “software layer” to the hardware-driven “product” mobility. SIMPLI-CITY will take advantage of the great success of mobile apps that are currently being provided for systems such as Android, iOS, or Windows Phone. These apps have created new opportunities and even business models by making it possible for developers to produce new apps on top of the mobile device infrastructure. Many of the most advanced and innovative apps have been developed by players formerly not involved in the mobile software market. Hence, SIMPLI-CITY will support third party developers to efficiently realise and sell their mobility-related service and app ideas by a range of methods and tools, including the Mobility Services and App Marketplaces.

In order to foster the wide usage of those services, a holistic framework is needed which structures and bundles potential services that could deliver data from various sources to road user information systems. SIMPLI-CITY will provide such a framework by facilitating the following main project results:

- **Mobility Services Framework:** A next-generation European Wide Service Platform (EWSP) allowing the creation of mobility-related services as well as the creation of corresponding apps. This will enable third party providers to produce a wide range of interoperable, value-added services, and apps for drivers and other road users.
- **Mobility-related Data as a Service:** The integration of various, heterogeneous data sources like sensors, cooperative systems, telematics, open data repositories, people-centric sensing, and media data streams, which can be modeled, accessed, and integrated in a unified way.
- **Personal Mobility Assistant:** An end user assistant that allows road users to make use of the information provided by apps and to interact with them in a non-distracting way – based on a speech recognition approach. New apps can be integrated into the Personal Mobility Assistant in order to extend its functionalities for individual needs.

To achieve its goals, SIMPLI-CITY conducts original research and applies technologies from the fields of Ubiquitous Computing, Big Data, Media Streaming, the Semantic Web, the Internet of Things, the Internet of Services, and Human-Computer Interaction. For more information, please refer to the project website at <http://www.simpli-city.eu>.

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## 1.2 Deliverable Purpose, Scope and Context

The purpose of this deliverable is to show the organisation, the process and the presentations of the workshop and the webinar to a wider audience. The workshop and the webinar had the goal to disseminate SIMPLI-CITY, discuss several specific tasks and present the project's main tools and current achievements.

## 1.3 Document Status and Target Audience

This document is listed in the Description of Work (DoW) as "Public", as it provides general information about the goals and scope of SIMPLI-CITY and can therefore be used by external parties in order to get according insight into the project activities.

This public deliverable is useful for the wider scientific and industrial community, since it provides information about part of the dissemination activities in SIMPLI-CITY. This includes other publicly funded projects, which may be interested in collaborative dissemination activities.

## 1.4 Abbreviations and Glossary

A definition of common terms and roles related to the realisation of SIMPLI-CITY as well as a list of abbreviations is available in the supplementary document "Supplement: Abbreviations and Glossary", which is provided in addition to this deliverable.

Further information can be found at <http://www.simpli-city.eu>.

## 1.5 Document Structure

This deliverable is broken down into the following sections:

Section 1 provides an introduction for this deliverable including a general overview of the project, and outlines the purpose, scope, context, status, and target audience of this deliverable.

Section 2 describes the promotion and event process of the first SIMPLI-CITY workshop.

Section 3 describes the promotion and event process of the first SIMPLI-CITY webinar.

Section 4 provides a short summary and gives an outlook to the next SIMPLI-CITY workshop, which will be organised by the consortium in 2015.

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## 2 Workshop

The first SIMPLI-CITY workshop “Business meets Science”, which took place at the 10<sup>th</sup> ITS European Congress in Helsinki on the 16<sup>th</sup> of June 2014, was organised by FGM. The ITS Congress & Exhibition are two of Europe’s largest events in Intelligent Transport Systems and Services. The key topics of this year’s congress had been sustainability, multimodality, innovation and focus on consumers.

As a unique platform dedicated to the trends, achievements and opportunities in European markets, the annually ITS Congress brings together a wealth of decision makers at the highest level, thought leaders, technologists, researchers and a wide range of related experts. It distinguishes itself by the high number of participants, the great diversity of market segments, and the unparalleled quality of its programme. The ITS European Congress in Helsinki was the 10<sup>th</sup> edition of this European event, which is well known by the target audience of SIMPLI-CITY. It attracted more than 2,500 participants.



Figure 1: Workshop Logo

During the preparation phase the location for this workshop was discussed, selected and fixed at the project meeting in Bologna, which took place from the 27<sup>th</sup> to 29<sup>th</sup> of November 2013. The promotion activities for the workshop began 2 months before the event. The theme “Business meets Science”, related topics and an agenda were elaborated in close cooperation with all project partners with the aim to attract as many participants as possible. A workshop logo (see Figure 1) and invitation with the agenda was designed (see Figure 2). The invitation leaflet was printed (400 copies) and distributed by the project partners in order to announce the workshop on conferences, fairs and in the respective business networks.

Furthermore the workshop was advertised via electronic channels, such as the SIMPLI-CITY website (<http://simpli-city.eu/workshop>), on Facebook and in several info-mailings. An article about the workshop was part of the second issue of the SIMPLI-CITY newsletter, which was distributed as electronic and printed version (1000 copies). The project partners gave their best to convince business partners as potential workshop guests directly Face-to-Face on conferences and business meetings.

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### DEAR LADIES & GENTLEMEN

We are happy to announce the SIMPLI-CITY workshop "Business meets Science" which will take place in the framework of the international congress ITS-Helsinki (<http://www.itsineurope.com/its10/>) on the 16th of June 2014.

Experts from science and business will discuss future trends of Information Systems with a special focus on Road User Information Apps and services. The interactive workshop includes a mixture of presentations and discussions and features a panel session.

Take the opportunity for knowledge exchange and participate at this SIMPLI-CITY workshop. The workshop is free of charge and includes coffee break and lunch.

The European project "SIMPLI-CITY - The Road User Information System of the Future" is currently developing the technological foundation for bringing the "App Revolution" to road users:

- SIMPLI-CITY will provide road users with apps helping to make their journey safer, more comfortable, and more environmentally friendly.
- SIMPLI-CITY will support developers to realise and sell their mobility-related Apps and services.

Take the chance to register to the workshop until the 2nd of June on the SIMPLI-CITY website (<http://simpli-city.eu/workshop>) and feel free to contact us for further information.

Best Regards,

Stefan Schulte  
SIMPLI-CITY Project Manager  
[www.simpli-city.eu](http://www.simpli-city.eu)

### SIMPLI-CITY WORKSHOP AGENDA BUSINESS MEETS SCIENCE

Monday the 16th of June 2014 from  
9.30 to 15.00 at the ITS Helsinki; Room 204

Time*	Topic	Speaker
09:00 – 09:30	Welcome and Registration	
09:30 – 10:00	Keynote	Nino Zambara Representative EU
10:00 – 10:30	Introduction	Stefan Schulte TU Vienna
10:30 – 11:00	--- COFFEE BREAK ---	
11:00 – 11:40	Science: Information Systems of the Future	Daniel Burgetshier TU Darmstadt
11:40 – 12:10	Business: Prospects and Obstacles for App-Developers	Dr. Sven Abels Ascora
12:10 – 12:40	Meeting the Users' Needs - SIMPLI-CITY from Automotive Industries' point of view	Marina Giordanino Centro Ricerche Fiat
12:40 – 14:00	--- LUNCH ---	
14:00 – 14:15	Demonstration: STAR-CITY	Freddy Lucæ IBM Ireland Ltd.
14:15 – 14:45	Panel: Science meets Business - Future Trends of information Systems and Business	Experts from Science and Business
14:45 – 15:00	Wrap Up	Stefan Schulte TU Vienna

\*The workshop program might be changed slightly

Figure 2: Workshop Invitation with Agenda

A registration form was implemented on the website to manage the registration and to calculate the catering. A conference room was rented from the organisation of ITS. Additionally to the partners' promotion activities, the workshop was announced at the website of ITS (<http://www.itsineurope.com/its10/>). FGM took over the registration

management and was the contact for all questions concerning the workshop and its organisation. A workshop folder was designed.

Unfortunately the workshop did not lead to expected success. Only 16 registrations were made and finally 11 participants attended the workshop. The small amount of participants can be explained with the bad flight connection to Helsinki on the one hand and the unfavourable time on Monday morning at 9.30am on the other hand. Moreover, the official opening of the congress was in the afternoon after the workshop. Date and time for the workshop were strongly recommended by the organisation of ITS. Nevertheless, despite the low number of workshop participants, all speakers made their presentations.

A key note was held by Nino Zambara (see Figure 3), from DG Connect as representative of the European Union. He informed the audience about the EU2020 targets and the European projects in the field of Cooperative Systems for energy efficient and sustainable mobility.

The project coordinator Stefan Schulte (Vienna University of Technology) as representative of the SIMPLI-CITY consortium gave an introduction to the project itself in the context of App development and market movements in Europe. He focused on the mission and approach of SIMPLI-CITY and introduced the project's main achievements like the end user interface "Personal Mobility Assistant" as well as the Mobility Services Framework.

Subsequently, Daniel Burgstahler from Technical University of Darmstadt presented new research results from the science perspective and showed possible future scenarios of App development in a growing European market. In this context he analysed the state of the art of information systems and took a closer look at the main challenges in interoperability, data privacy and protection.

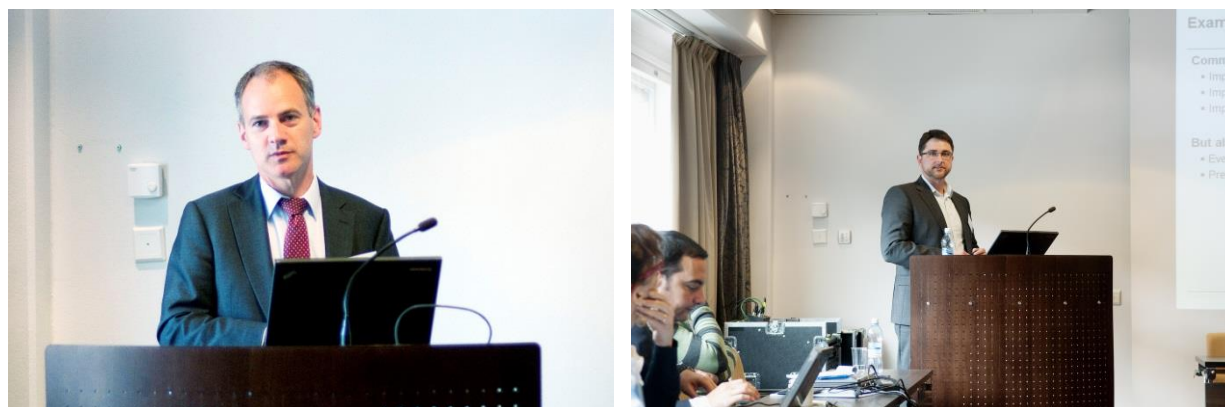


Figure 3: Workshop Impressions

In addition, Sven Abels from the private company Ascora (see Figure 4) described the business perspective and showed prospects and obstacles for App developers. In his presentation, he focused on aspects of user demands on the one hand and technical solutions and framework conditions for App developers on the other hand. Finally he showed how SIMPLI-CITY can support App developers by presenting the main achievements and solutions of the project.

Afterwards, Freddy Lecue from IBM Ireland presented the successful and awarded demonstration STAR-CITY (Semantic Traffic Analytics and Reasoning for City), with digital animations and a small movie. STAR-CITY, the system of SIMPLI-CITY (WP4 and WP7)

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that won an award at the semantic web challenge at ISWC 2013 (October 21st - 25th) in Sydney, focuses on the knowledge representation and reasoning layer of SIMPLI-CITY, and presents a system supporting semantic traffic analytics and reasoning for cities. This system (video available on <http://dublinked.ie/sandbox/starcity/>), which integrates human and machine-based sensor data using a variety of formats, velocities and volumes, has been designed to provide insight on historical and real-time traffic conditions, all supporting efficient urban planning.

In the panel session the participants took the opportunity for knowledge exchange and to ask questions to the experts of the SIMPLI-CITY consortium, before Stefan Schulte summarised the workshop and the conclusions in a wrap-up session.



Figure 4: Workshop Impressions

After the workshop an ad-hoc meeting with all SIMPLI-CITY partners was organised spontaneously in order to discuss an alternative event with a broader dissemination effect. As additional event a webinar in September was discussed, approved and decided.

### 3 Webinar



Figure 5: Webinar Invitation and Logo

At the beginning of July 2014, the organisation of the webinar with the same title “Business meets Science” began. The panellists were determined and the agenda was set up. As professional online webinar tool GoToWebinar was selected and a license was bought. The promotion started in July 2014, 2 months before the webinar. The webinar was announced in the third issue of the newsletter and advertised via e-mail and on Facebook. A logo was designed for the advertising materials and for the e-mail promotion as can be seen in Figure 5.

The webinar took place on the 18<sup>th</sup> of September 2014. 55 interested people registered for the webinar, and finally 40 participants attended the online workshop. The webinar had a duration of 90 minutes.

At the beginning of the webinar, Volker Hoffmann from FGM presented the agenda (see Figure 6), introduced the speakers, and explained the rules and the webinar tool. (see Figure 7)

Afterwards the webinar started similar to the workshop in Helsinki with an introduction by Stefan Schulte, who informed about the project SIMPLI-CITY and its main challenges and objectives. (see Figure 7) After his introduction Stefan Schulte continued with the science aspects and showed possible developments of information systems in the future. The next presentation was held by Sven Abels from Ascora, who showed prospects and obstacles for App developers from the business perspective. (see Figure 8) Simone Tallevi-Diotalleivi from IBM Ireland made the final online presentation (see Figure 8) and informed the audience about the demonstration project STAR-CITY (Semantic Traffic Analytics and Reasoning for City), with a presentation, special animations and a movie. After the presentations, questions by the participants were answered by the panellists.

At the end of the webinar, Stefan Schulte summarised the webinar in a nutshell and Volker Hoffmann closed the webinar by indicating the possibility to obtain more information on the website and directly from the speakers/panellists.

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## WEBINAR: BUSINESS MEETS SCIENCE

18th of September 2014 at 2pm (CET)

Time	Topic	Presenter
<b>14:00 – 14:15</b>	Introduction	Stefan Schulte TU Vienna
<b>14:15– 14:30</b>	Science: Information Systems of the Future	Stefan Schulte TU Vienna
<b>14:30– 14:50</b>	Business: Prospects and Obstacles for App-Developers	Dr. Sven Abels Ascora
<b>14:50 – 15:10</b>	Demonstration: STAR-CITY	Freddy Lecue IBM Ireland Ltd.
<b>15:10 – 15:30</b>	Questions from the Audience & Wrap up	Stefan Schulte TU Vienna

This webinar is organised by the SIMPLI-CITY consortium and is powered by GoToWebinar.  
Please register on: <https://attendee.gotowebinar.com/register/7288921325772675074>  
Find further information on: [www.simpli-city.eu/webinar](http://www.simpli-city.eu/webinar)

Figure 6: Webinar Agenda

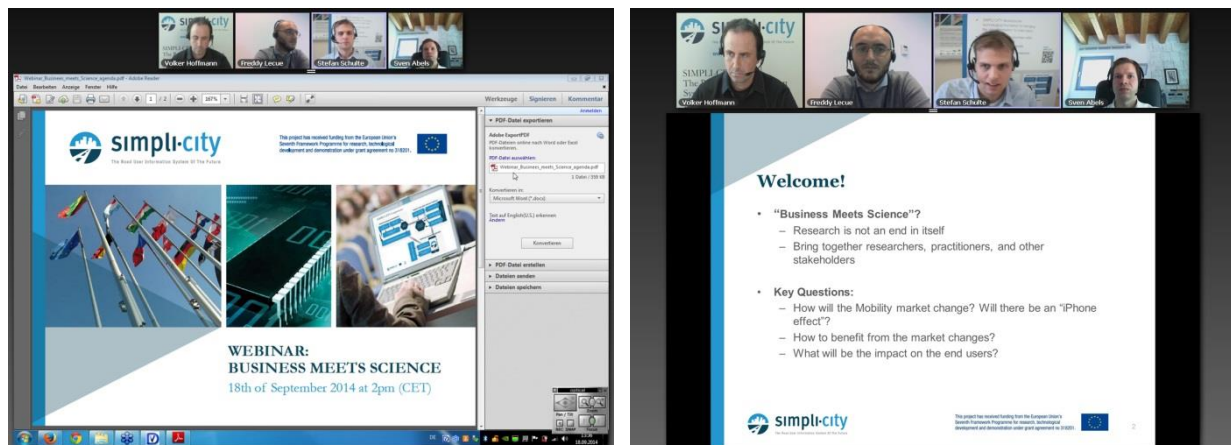


Figure 7: Screenshots of the Webinar

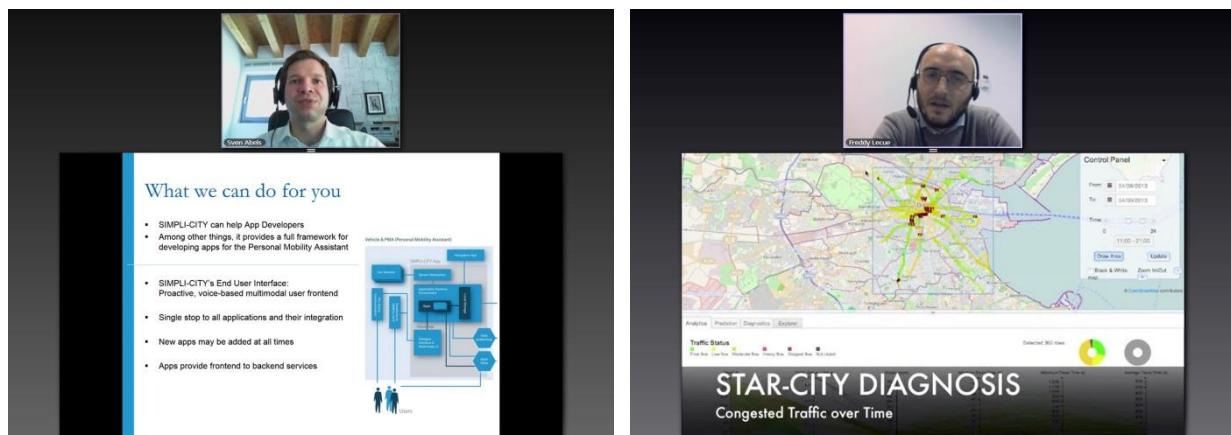


Figure 8: Screenshots of the Webinar

All in all, the webinar was a big success. The feedback of the participants was very good and, compared with the workshop in Helsinki, the dissemination effect was much higher. Even after the webinar, participants sent their feedback and questions per e-mail to FGM.

All presentations of the webinar are available in the Annex of this document.

## 4 Summary and Outlook

The first SIMPLI-CITY workshop and the additional webinar required a huge effort of planning and promotion. However, despite this organisational and promotional effort, the workshop “Business meets Science” in Helsinki has not brought the expected and desired success. Only 11 participants were present. It turned out that place, time and date were inappropriate for this workshop. Furthermore a lot of parallel sessions and events (organised by other initiatives at the same time at the ITS Helsinki) made it difficult to recruit participants.

Therefore the additional webinar was organised and led to the expected dissemination effect. Over 40 participants, good feedback and new contacts made the webinar to a success story. For the second SIMPLI-CITY workshop, the consortium have to find a more successful place. As a result of the big success of the first SIMPLI-CITY webinar, a second webinar is envisaged in February 2015. It is also planned to combine efforts with “sister projects” of SIMPLI-CITY to address a larger audience.

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## Annex

### Presentations of first SIMPLI-CITY workshop

- 1.) *Cooperative ITS* by Nino Zambara, DG CONNECT, Smart Cities and Sustainability
- 2.) *Introduction* by Stefan Schulte, TU Vienna
- 3.) *Science: Information Systems of the Future* by Daniel Burgstahler, TU Darmstadt
- 4.) *Business: Prospects and Obstacles for App-Developers* by Sven Abels, ASCORA

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