Succeeding in H2020 at UNIZA: the MoTiV experience

Giuseppe Lugano

ERAdiate Team, Univ. of Zilina

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Why I am here today

- **ERAdiate team awarded with H2020 project "Mobility and Time Value" (MoTiV)**, the only H2020 Research and Innovation Action (RIA) in Slovakia managed by an academic institution

- **Share my experience with you**

- **Hear your views and expectations**

- **How the ERAdiate team could further support your creative ideas** to succeed in European research funding programmes (H2020 in particular)

Part I:

MoTiV as a "spin-off" of the ERAdiate project

ERA Chairs Programme

- **ERAdiate is an ERA Chair project on "Intelligent Transport Systems" (ITS)**
  - Funded by the European Commission under FP7 (Pilot call)
  - July 2014 – July 2019 (5 years)

- **ERA Chairs programme in a nut-shell**
  - Programme for "spreading excellence and widening participation" by closing research and innovation divide within the EU
  - Bring high quality researchers and managers to universities and other research organisations **with the potential for research excellence**
  - Institutions should implement **structural changes** to achieve excellence on a sustainable basis
  - ERA Chairs grant does not cover infrastructure and research costs

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ERA Chairs Programme: Expected Impact

- Increased attractiveness of institution and region for **excellent researchers**

- **Research excellence** in the fields covered by the ERA Chair (ITS for ERAdiate)

- **Increased participation** of the institution in Horizon 2020 and other competitive funding programmes

- Institutional changes to comply with **ERA priorities**

- Contribution to regional and/or national **smart specialisation strategies**, including obtaining support from European Structural and Investment Funds

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ERAdiate: R&I Impacts

- Unlocking and stimulating the **realization of the University of Žilina (UNIZA) full research potential in the ITS field**

- **More effective management of research and innovations**

- **Elevated international competitiveness** by means of transnational co-operation

- **Increased participation in the European R&D programs**

- More intensive national and international **cooperation with stakeholders**, especially innovative business partners, research institutions and professional associations

ERAdiate Impact on Institutional and Structural Changes

- **More effective research and innovation management**
  - Strategy for sustainable development of human resources and research infrastructures in the field of Intelligent Transport Systems (ITS)
  - Integration of ERA priorities, including open recruitment, gender balance, peer review, and doctoral training, into processes

ERAdiate Impact on Regional Development

- **Enhanced interaction with regional and national authorities** in designing and implementing research and innovation strategies and policies for the SMART specialization

- Enlarged research and innovation performance of the UNIZA with **direct contribution to regional and national development plans**

- Effective **contribution to the regional economic and social development**

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ERAdiate
Implementation Challenges - 1

- Very ambitious and broad programme, but limited resources (small team) and time (many objectives would require a 7-10 year timeframe)

- Difficulty to establish synergies and collaborative efforts because of a culture of competition (among faculties and departments working on overlapping/compatible topics)
  - Even ERAdiate regarded as a "competitor" to UNIZA Faculties
  - Limited transparency and information flow, reducing opportunities
  - Institutional and national competition as a barrier to become internationally competitive

ERAdiate
Implementation Challenges - 2

- Low interdisciplinarity (also due to "competition" culture)
- Low internationalization (often limited just to "marketing")
- Decreasing number of students & researchers. Salaries and conditions in private sector more attractive (especially young people)
- Organizational processes not efficient and often vaguely defined
- Limited training e.g. skills of admin & research support staff
- Research excellence with innovation potential remains often confined to academic context, and lacks ambition
- High administrative burden
- Resistance to change

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ERAdiate Implementation Challenges - 3

Complex and often unclear decision-making, with ERAdiate (Chair Holder) not sitting in decision-making bodies and able to influence UNIZA strategy and action plan

ERAdiate — Enhancing Research and innovAtion dimensions of the University of Zilina in intelligent transport systems
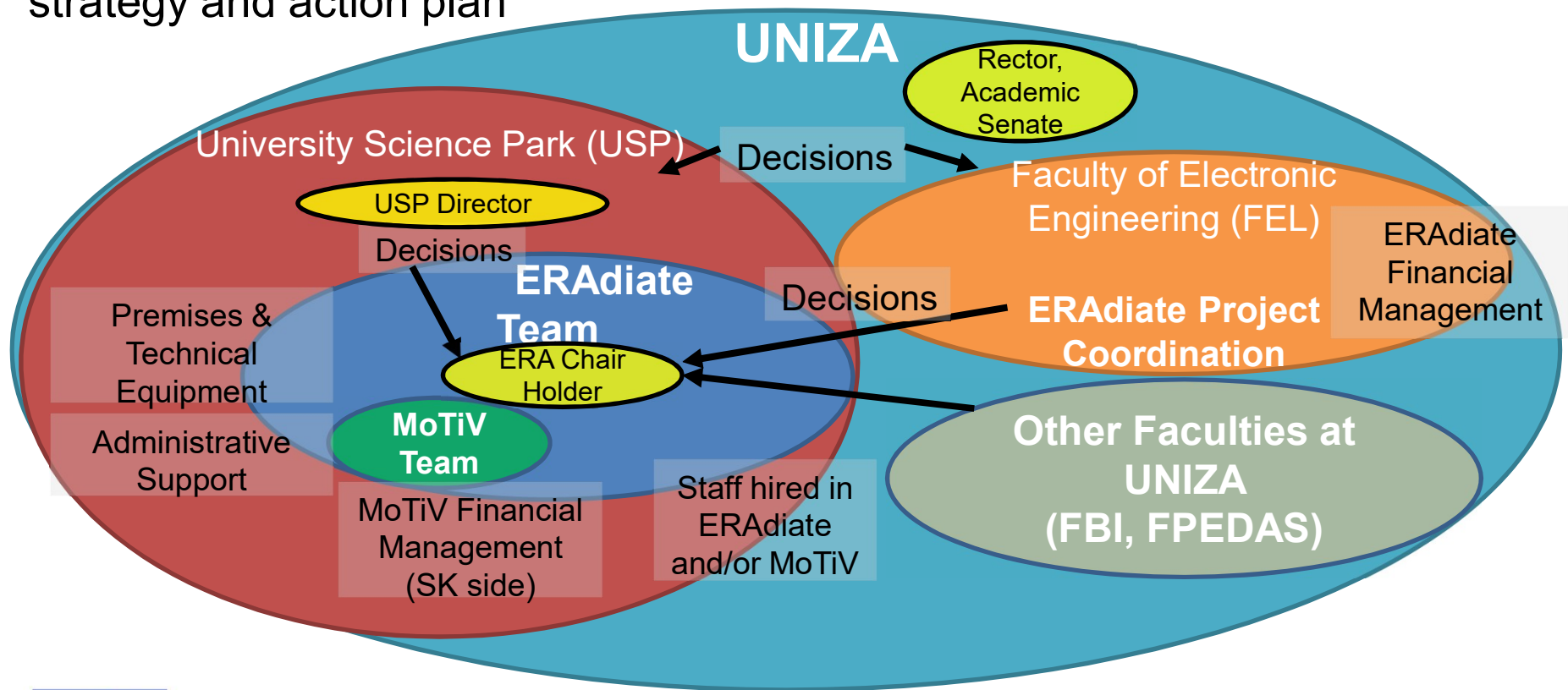
All sounds good, but how is this connected to succeed in H2020?

- **MoTiV conceived within and contributing to the objectives of the ERAdiate project**
  - Enabling collaboration across Faculties and Departments
  - Hiring international staff to work in the project
  - International visibility for MoTiV team and UNIZA as Coordinator
  - Scientific impact in terms of (often joint) publications
  - Capacity building (as we are doing today!)

- **With a broader support to ERAdiate, there could be many more H2020 projects**
  - UNIZA does not lack creative and innovative ideas
  - It is the general context for "growing ideas" that is lagging behind

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Part II:
MoTiV – the idea

Getting a project…where do I start?

- **In my case, the ERAdiate project in ITS provides a well-defined, but also very broad context**

- **The strategy I adopted**
  - Understand the whole H2020 programme (as purpose, structure etc)
  - Search for areas to connect ERAdiate with my expertise and interests
  - Analyse selected Work Programmes and Calls
  - Consider what it is feasible in the given timeframe, both as a single team member and as a team (e.g. 2-3 calls to be addressed in 1 year)
  - Focus on a specific call and start working on it

H2020 Programme and ERAdiate

- **H2020 relevant areas to ERAdiate:** "Smart, Green and Integrated transport", "ICT" or "Energy"

- I focused on "Smart, Green and Integrated transport" and on "ICT" and selected a sub-set of topics and calls
  - **MG-8-5-2017**: "Shifting paradigms: Exploring the dynamics of individual preferences, behaviours and lifestyles influencing travel and mobility choices" (1-stage RIA, deadline: 1/2/2017)
  - **ICT-11-2017**: "Collective Awareness Platforms for Sustainability and Social Innovation" (1-stage CSA/IA, deadline: 25/4/2017)

- **N.B.** I joined ERAdiate on 1/9/17 and spent 1 month to "get started". Therefore, choice above was very ambitious (and risky) as there were only 4 months to the deadline of the first selected call!

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Analysing the Topic: case of MG-8-5-2017

TOPIC : Shifting paradigms: Exploring the dynamics of individual preferences, behaviours and lifestyles influencing travel and mobility choices

Topic identifier: MG-8-5-2017
Publication date: 14 October 2015

Types of action: RIA Research and Innovation action
DeadlineModel: single-stage
Opening date: 20 September 2016

Deadline: 01 February 2017 17:00:00

Time Zone : (Brussels time)

Horizon 2020
Pillar: Societal Challenges
Work Programme Year: H2020-2016-2017
Work Programme Part: Smart, green and integrated transport
Call : H2020-MG-2016-2017

H2020 website

Call budget overview

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Analysing the Topic: case of MG-8-5-2017

Topic Description

Specific Challenge:

There are indications that transport may be entering a period of paradigm shifts due to the introduction of disruptive technologies but also due to changes in individual preferences, behaviours, lifestyles and the emergence of social innovation and new concepts which are likely to impact on the future transport models and management. Some of these changes are already present, as for example, the growing trend towards vehicle sharing practices in many European cities, while others may still be at their very early stages, as for example, changing values of travel time.

Car sharing has been gradually developing over the past two decades while new business models and social innovation are likely to emerge in the forthcoming years fostered also by new IT applications (app-based services). This relatively short period of time has not allowed for a comprehensive and established assessment of its various impacts in social, economic and environmental terms. Estimates for its growth potential over the next decades vary considerably, so do estimates about the "replacing capacity" of car sharing. Similarly, its effects in reducing congestions, emissions and noise – especially in urban areas – as well as the impact on car manufacturing industries have not been sufficiently explored.

Travel time savings is often the principal benefit of a transportation project and efforts to achieve faster travel have been long dominating decision making. The value of travel time has been perceived as a cost which includes costs to businesses of the time their employees and vehicles spend on travel, and costs to consumers of personal (unpaid) time spent on travel. However, as technology evolves (particularly ICT), people can use their time during travel for business or leisure thus "reducing" the cost of travel in economic terms and allowing other considerations (such as energy savings, pricing, environmental and social considerations) to affect their travel time preferences.

Transport research is needed to explore at an early stage the dynamics of such changes and their impacts in socio-economic and environmental terms. The specific research challenges of this topic are to provide comprehensive analyses of these new preferences, behaviours and lifestyles, identify the main factors that influence them and assess their potential economic, social and environmental impact. In all aspects, issues of age and gender should be taken into consideration.

Analysing the Topic: case of MG-8-5-2017

Scope:

In order to meet this challenge, proposals should address one of the two following parts:

1. Shifting from car ownership to sharing. Proposals should:

—Compare the existing trends and forecasts across the EU and identify the factors (economic/social /demographic/spatial/cultural aspects), that influence the varied implementation of such schemes in different countries/regions/cultures including the growing use of app-based services.

—Compare and benchmark existing business models, social innovations and identify possible new ones.

—Assess the implications of car sharing schemes for the European car industry (impact on foreseen sales of conventional and electric cars, other revenues, etc.).

—Assess the potential impact on emissions, noise and congestion, especially in urban environments, as well as on safety of potential users.

2. Changing value of travel time. Proposals should:

—Analyse differences between various travel motivations (leisure, business) and the related travel time value and examine the extent to which the proliferation of ICT applications such as wifi connections (e.g. in trains, ships) tend to reduce the perceived cost of travel time for private and corporate travel. Gender disaggregated data collection and analysis could contribute to a more thorough analysis.

—Identify possible areas where a shift away from the "speed paradigm" would be feasible and provide estimates of environmental, socio-economic and organisational implications.

—Propose cost-benefit analyses of additional time savings in case of already advanced transport connections (e.g. need for faster high speed trains, for new sections of motorways in certain "almost saturated" areas, etc.) taking into account the possible new concepts of value of travel time and their environmental and socio-economic implications.

The Commission considers that proposals requesting a contribution from the EU between EUR 1 and 2 million each would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Analysing the Topic: case of MG-8-5-2017

Expected Impact:

As mentioned in the specific challenge the topic seeks to provide comprehensive analyses of the dynamics of new preferences, behaviours and lifestyles, to identify the main factors that influence them and to assess their potential economic, social and environmental (including climate) impact. Work under this topic is expected to collect and provide up-to-date information on the present state of development of new business models and social innovations, a reliable assessment of their growth potential across different geographical cultural and economic environments and an assessment of their impact in areas of key policy interest, such as urban congestion, emission and noise reductions. In addition, it is expected to provide concrete assessments of their impacts on the European car industry (including electric vehicles) over the mid-long term.

The collection of updated and reliable data on the car sharing market and its prospects as well as assessments on their social, economic and environmental impact will facilitate evidence-based policy making particularly with regard to urban congestion/emissions/re-organisation of urban transport. It will also contribute to a forward looking analysis of the prospects of the European car industry market.

Work is also expected to contribute to the generation of new knowledge in a new and under-researched area which may lead in the short-medium term to different cost-benefit assessment methods of transport projects and in depth knowledge of users attitudes and choices with respect to travel time and in the longer term in possible energy savings and emission reductions as well as re-organisation of transport routes and schedules based on different perceptions of the value of travel time.

Cross-cutting Priorities:

Gender
Socio-economic science and humanities
Open Innovation

Personal Assessment of MG-8-5-2017

- **Very interesting topic,** which would allow me to explore perception and experience of time at a European scale, from an interdisciplinary and cross-cultural perspective.
  - Personally, no publications and experience in "value of travel time" research although I had an interest at some point for "Time Use" surveys (from viewpoint of how ICT could enhance personal time use)

- **Requirement for a strong and interdisciplinary team at UNIZA to Coordinate**

- **No expert at UNIZA** with strong background / publication track record on "value of travel time". However, ERAdiate team member Dr. Dietrich Lehis fulfilled this requirement.
  - If project granted, excellent opportunity to develop research area at UNIZA

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Step 1: discussions within the Team

- In a team meeting in October 2016 I presented the idea of preparing a proposal for MG-8-5-2017 with UNIZA as Coordinator

- Focused discussions with Dietrich Leihs, helping my initial ideas to be connected to existing literature and stay within the Topic
  - Be creative in this stage, but keep an eye on the Topic to be addressed

- One cannot become an expert in any topic in a few weeks. Hence, need for linking idea to previous research experience

Step 2: Developing the Idea

- Having worked on "virtual currencies" and "communities", my idea was to go beyond a purely economic view of travel time by extending it with the idea of "time banking"

MG-8-5-2017 Proposal CONFIDENTIAL
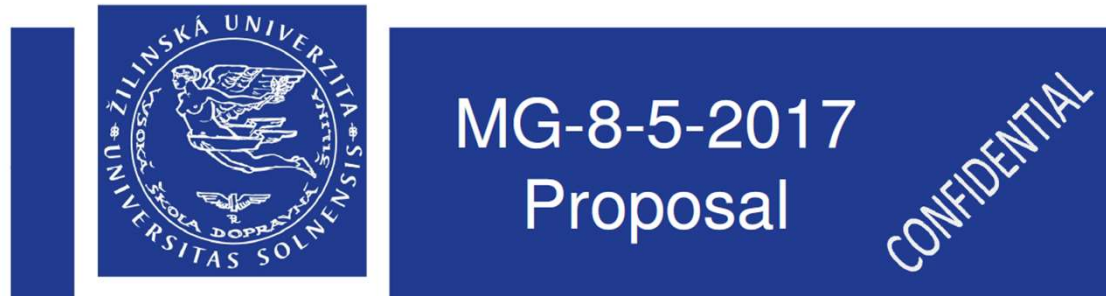
Time Banking for Sustainable Urban Mobility:

Estimating Travel Time Value

via an Opportunity Cost Approach

Step 2: Developing the Idea

- Even before writing any 1-pager of the proposal, together with Dietrich we tried to visually illustrate some conceptual "building blocks" of the proposal (e.g. "Value Proposition of mobility")

Value Proposition of Travel Modes

CONFIDENTIAL

- "Value of Time" has been traditionally linked to "travel time savings", in association with "economic savings"

- In this project the Value Proposition of Travel Modes is analyzed across several other dimensions

Cost, time · Comfort · Prestige · Well being · Pro social · Curiosity · Safety · Value Proposition
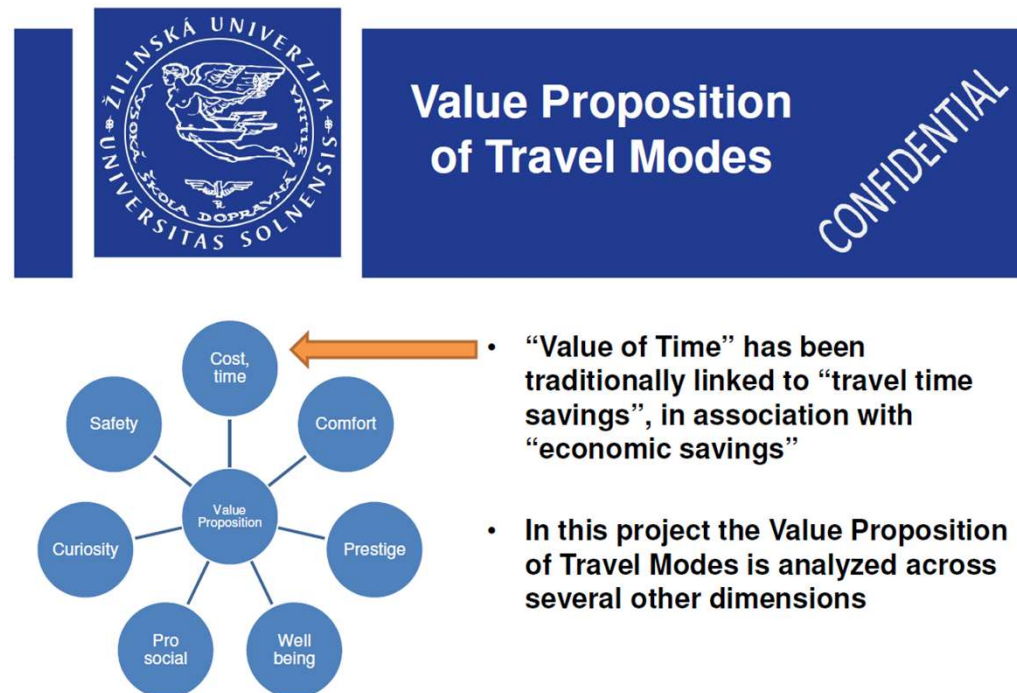
Step 2: Developing the Idea

- **The "Paradigm Shift":** From value of travel time seen as a component of the "economic system" to "personal time value"

Value Proposition of Travel Modes

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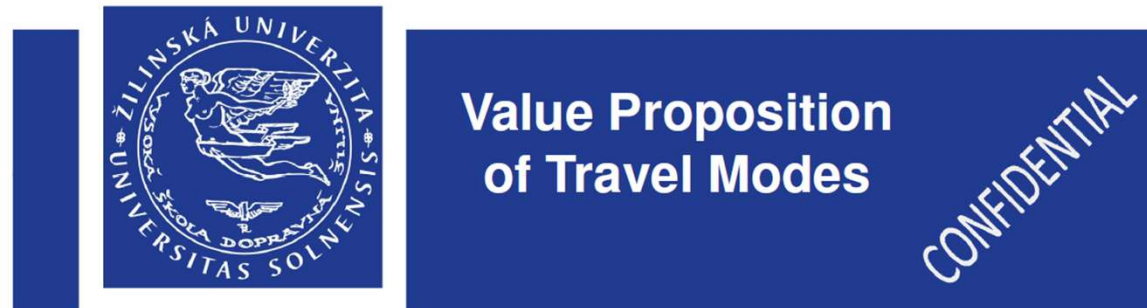
The core thesis

- A certain mode of travel is chosen because it promises a personal value for the traveller
  - "I bike because it is healthy"
  - "I use public transport to commute because it is fast"
  - "I drive because it decreases the risk of catching seasonal viruses"
- By gaining knowledge on the perceived value proposition associated to single travels, we can estimate the value of time associated to the travel

Value Proposition: Cost, time; Comfort; Prestige; Well being; Pro social; Curiosity; Safety

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Step 2: Developing the Idea

- **How to demonstrate / measure "personal time value"?** Need to include European-wide data collection with mobility/activity survey
  - Data collection via a smartphone app (i.e. state-of-the-art)

Step 2: Developing the Idea

- **Analysing the collected data and assessing it from the viewpoint of a "personal time bank"**
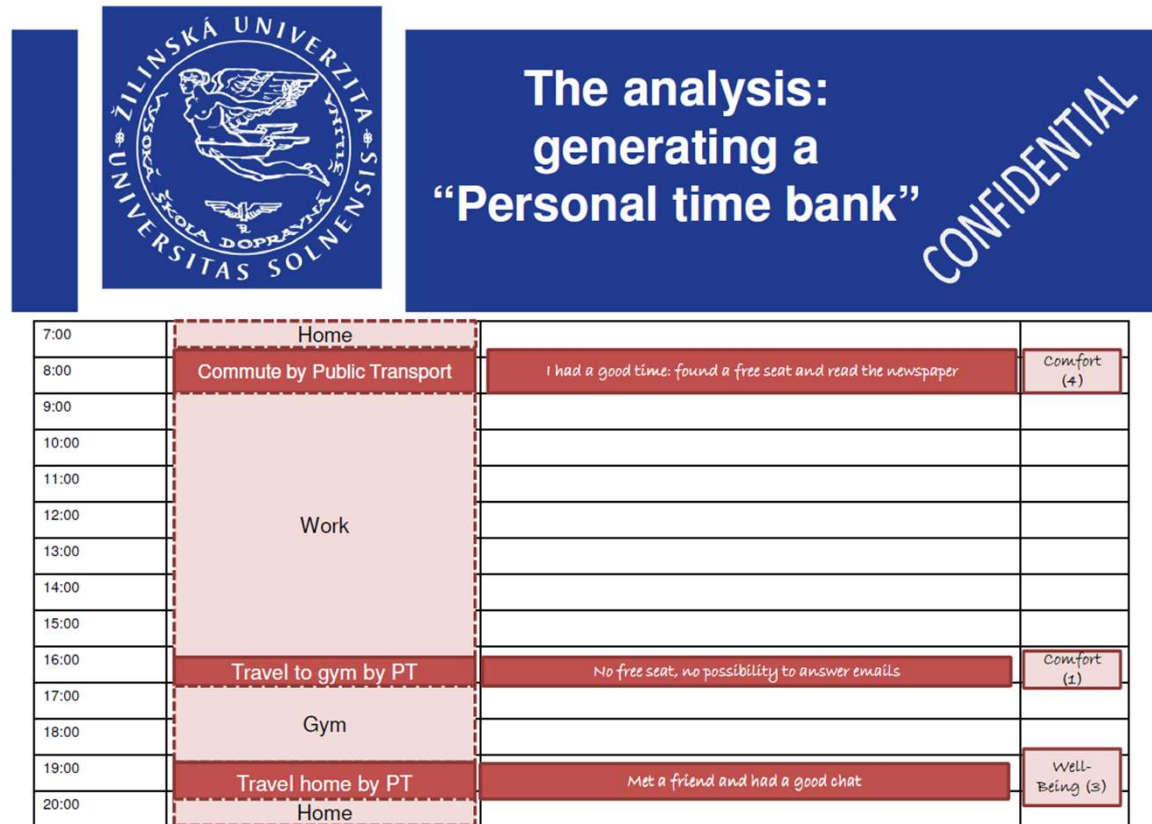
Step 2: Developing the Idea

- **Developing the meaning of the "personal time bank"…**
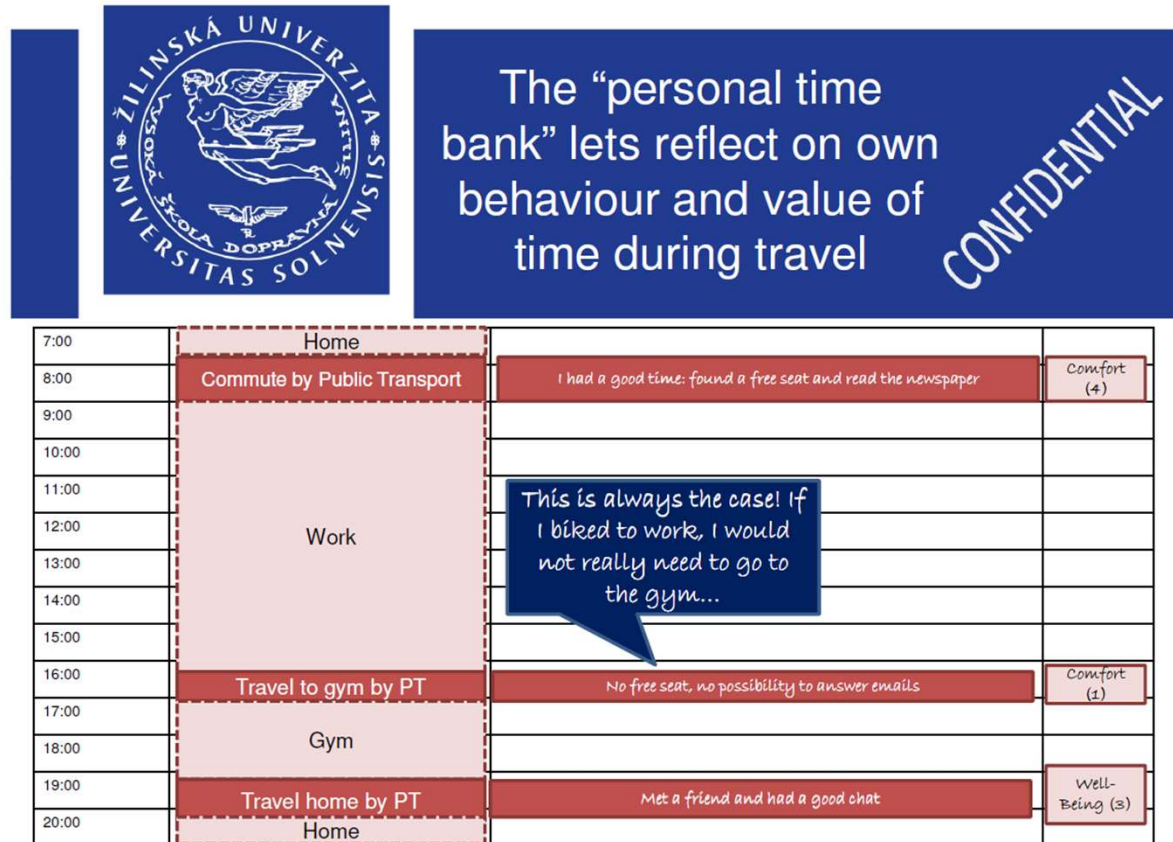
Step 2: Developing the Idea

- **Based on discussions, an overall idea of the pillars of the project (to be translated into Work Packages) was already there**

Models, Algorithms and Data Collection Requirements
App Development
Data Collection and Case Studies
Evaluation (including clustering, cost-benefit analysis and results)
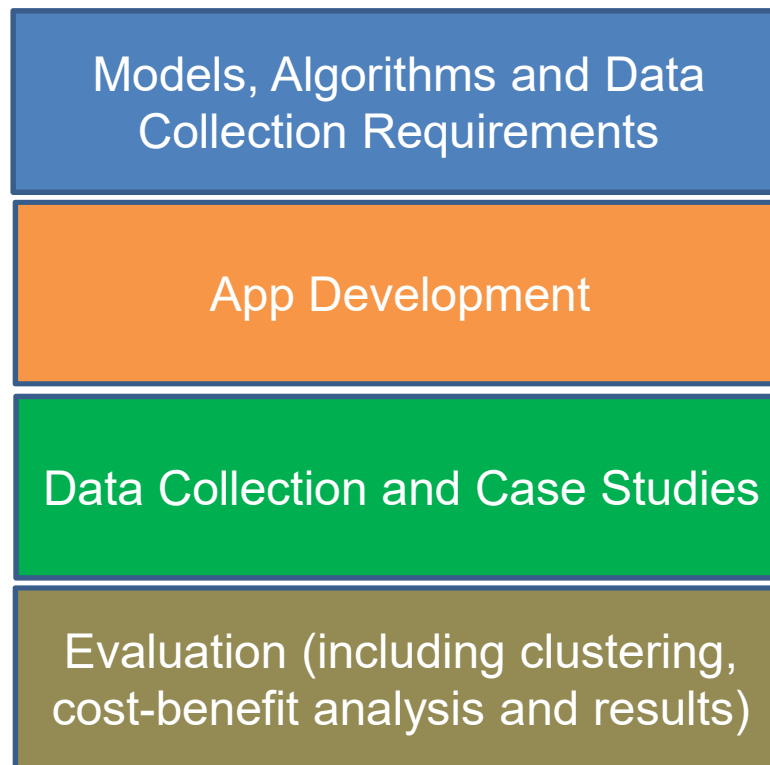
Step 3: Going Back to the Topic

- To make a good idea fit to the Topic, it is important to consider it in the context of the Topic to see if **something was missed, or should be added or skipped**

- In our case, the idea of "**Personal Time Banking**" was very interesting, but it could have led evaluators out of track. Its use was **dropped** (as terminology, not meaning)

- Other strategic choices were to make **use of rather "traditional" terminology, but to extend its scope and applications** based on "behavioral patterns" found with the analysis of the data

- A controversial issue was on **how to account for ICT** (infrastructure, services) **including "shared mobility"** in the analysis. Solution was found to study "mobiliy within activities", and "activities within mobility"

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Step 4: Shaping Impact based on Idea

- Before developing the scientific part ("Excellence"), shaping Impact is helpful to "frame" the project

Time Banking for Sustainable Urban Mobility

CONFIDENTIAL

EXPECTED IMPACT

1. Deliver a comprehensive overview about preferences, behaviours and lifestyles that influence the urban travel mode choice, the time spent for travel preparation and travelling as well as the value proposition of the travel time. This will enable a cost-benefit assessment of individual mobility behaviour.

2. Identify the influence factors for mode choice and travel time value perception in the context of life style and personal values. The influence factors will be translated to a broader socio-economic and environmental gains such as energy savings and emission reductions for the short-medium term in line with relevant EU policies and strategies.

3. Establish a method to estimate the value of time in mobility contexts, considering different geographical, cultural and economic factors. The findings will contribute to the development of key aspects of sharing economy, such as business models incorporating time banking.

4. Provide evidence to policy decision makers of all levels and mobility solution providers about long term improvements (e.g. on route layouts, schedules, and capacity) in the context of sustainable mobility by creating mobility value propositions.

Part III:
Getting the right people on-board

Where to find the "right people"?

- **To identify potential Consortium Partners, one should start from own international contacts and networks** (with experience in the area)
  - Easier to identify partners among them due to already established "trust" relationship

- **Additionally, it is important to attend networking events that give an opportunity to present project ideas**
  - In my case, I decided to attend the "ICT Proposers Day 2016", and the "Social Science and Humanities" (SSH) events, both organized by the European Commission in Bratislava

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Seeking Partners at relevant Brokerage Sessions

14 November, 2016 / Bratislava, Slovakia
SC6-2017 Call Brokerage

Agenda for **Giuseppe Lugano**

University of Žilina - ERAdiate project
(http://www.erachair.uniza.sk)

Monday 14.11.2016

12:30 – 15:00	Info session on the 2017 SC6 Horizon 2020 call for proposals
15:30 – 15:50 Table 7	Meeting with **K. Bahar AYDIN** academician at Ankara Yıldırım Beyazıt University
15:50 – 16:10 Table 26	Meeting with **Gemma G. Clavell** Director, Eticas Research and Consulting at Eticas Research and Consulting
16:10 – 16:30 Table 24	Meeting with **Kamila Borsekova** Coordinator of Research, Head of Research and Innovation Centre at Matej Bel University, Faculty of Economics
16:30 – 16:50 Table 20	Meeting with **Maurizio Teli** Assistant Professor at Madeira Interactive Technologies Institute
17:10 – 17:30 Table 17	Meeting with **Olalla Michelena** Secretary General EU delegation at Make Mothers Matter
17:30 – 17:50 Table 20	Meeting with **Andreas Kaltenbrunner** Director of Research on Digital Humanities at Eurecat at Eurecat - Technology Centre of Catalonia
17:50 – 18:10 Table 17	Meeting with **Patricia Castillo** Project Manager at _Eurecat
18:10 – 18:30 Table 15	Meeting with **Anna Segre** Project Manager at Compagnia di San Paolo - Sistema Torino

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How much should I disclose about my project idea?

- In brokerage events and other opportunities to present project ideas, a challenge is to find the right balance in information disclosure

- Sharing an idea is much less "critical" that sharing a draft proposal, therefore openness is encouraged

- At these events, the key is not really "selling an idea", but rather establishing oneself as a trusted partner

Follow-ups

- With each potential partner there is need of follow-up discussions to find "common ground" for collaboration

- These discussions are essential, although very time-consuming

- At some point, it is necessary that a potential partner commits and a niche of contribution to the proposal is agreed

Bilateral or Group Discussions?

- During proposal development, there will be need of keeping partners informed of important issues (e.g. including sharing drafts, requesting contributions)

- There is no general rule, but we have found more effective to privilege bilateral discussions than group discussions at this stage (e.g. feasible when consortium is rather small)

MoTiV Consortium Requirements

- **It must be diversified, complementary and tailored to the Topic that it addresses**

- In MoTiV, need to demonstrate scientific and technological competence, potential for involving end users (data collection) and other key stakeholders (policy), as well as business potential (companies)

- Result: 2 research-oriented partners (UNIZA and Eurecat), 2 technology-oriented partners (INESC-ID and TIS), 2 companies (CoReorient, routeRANK), 1 umbrella organization reaching European end-users (ECF)

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Part IV:
MoTiV – from Idea to Proposal

Drafting the Proposal

- Once the conceptual building blocks of the proposal and the Consortium are established, it is time for a "deep dive" into Proposal writing

- In the case of MoTiV, this has happened over 2 months (December and January). Normally, at least 4 months should be allocated to this activity

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Follow the Proposal Template

- To maintain focus, it is essential to **follow the Proposal Template** (Word doc gradually filled in with relevant information)

Get to Know the
EC Participants Portal

Proposal References

- To support your arguments and to demonstrate awareness of the state-of-the-art, it is important to **include References**
  - folder with relevant publications, classified into sub-folders

ERAdiate > Projects (Calls, Applications) > _PROPOSALS > MG-8-5-2017 > MG8.5 > References

Name	Date modified	Type	Size
Digital Detox	11/09/17 9:32 AM	File folder	
Future Mobility	11/09/17 9:32 AM	File folder	
Gamification	11/09/17 9:32 AM	File folder	
Methodology	11/09/17 9:32 AM	File folder	
Mobile Communication and Time	11/09/17 9:32 AM	File folder	
Mobility Behavior Data Collection	11/09/17 9:32 AM	File folder	
Mobility4u Project	11/09/17 9:33 AM	File folder	
Sharing_Collaborative Economy	11/09/17 9:33 AM	File folder	
Slow Time	11/09/17 9:33 AM	File folder	
Smartphone apps & Gamification	11/09/17 9:33 AM	File folder	
Time Banking	11/09/17 9:33 AM	File folder	
Travel and Well-Being	11/09/17 9:33 AM	File folder	
Value of Time	11/09/17 9:33 AM	File folder	
Value of Travel Time	11/09/17 9:33 AM	File folder	
Value Proposition	11/09/17 9:33 AM	File folder	
Further References	13/01/17 5:47 PM	File	19 KB
References.txt	05/12/16 5:30 PM	Text Document	1 KB

Collecting Input from Partners

- **Be specific in the input needed from each partner**
  - Section 1-3 (Excellence / Impact / Implementation)
  - Section 4-5 (Consortium Members / Ethics and Security)

- **Coordinator should ensure coherence** of the whole text, hence adapting collected inputs as necessary

- **Request and consider partners feedback**, but keep in mind overall aim, pillars and structure

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Collecting Input from Partners - 2

- Apart from specific proposal content, **discuss with each partner also the following:**
  - WP / Task Leadership (proposal by Coordinator)
  - Estimation of contribution in terms of tasks (PMs)
  - Partner hourly rate, to calculate budget share
  - Other costs envisaged by the partner
  - Any special needs / requests from the partner

Dealing with Partners - 3

- **Coordinator should keep overview**
  - Excel sheets with WPs, Tasks, PM estimation, budget, timeline (Gantt chart)

- **Coordinator should be ready to face criticism and doubts in diplomatic, but firm manner**

Dealing with Problems

- **Dietrich Leihs, key contributor to MoTiV proposal, left the ERAdiate team in December 2016**

- Although much conceptual work was done, major parts of the work had to be done and the team had no "backup" for the experienced member

- I took the responsibility to finalise and submit the proposal, setting this as the only priority at work and allocating to it 100% (and more) of my working time

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National Contact Points (NCP)

- **Do not hesitate to contact NCPs for guidance**
  - For Slovakia, CVTI

Internal Reviews

- When the proposal is almost ready, it is important to **carry out "internal reviews" to receive further feedback from colleagues** (reading the proposal from different perspectives)

- Each major version ("milestone") of the proposal draft should be also **shared with Consortium Members**
  - Use online repository to upload and share proposal versions with partners

Planning Project Implementation

- While writing the proposal, it is important to **consider how it would be implemented if successful**

- **Team:** participants, expertise, roles, tasks, cost

- MoTiV originally conceived as a project to be implemented by UNIZA Faculties/Departments
  - Presentations to Faculty Deans during evaluation period

- Later decided that MoTiV will be implemented within ERAdiate
  - Due to limited interest/experts from UNIZA, and new model for ERAdiate sustainability (based on acquired projects)

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Part V:
MoTiV – Project Implementation

MoTiV Evaluation Report

- **Total score:** 13.50 (threshold: 10)

Criterion	Mark	Threshold
Excellence	4.50 / 5.00	threshold: 3/5;
Impact	5.00 / 5.00	threshold: 3/5;
Implementation	4.00 / 5.00	threshold: 3/5;

- **Results of MG-8-5-2017: 2 projects approved**

Proposal Acronym	Proposal Title	Duration	Coordinating Institution	Coordinator Country	Number of Participants	Budget Requested	Evaluation Score
MoTiV	Mobility and Time Value	30	ZILINSKA UNIVERZITA V ZILINE	SK	7	1,930,840.00 €	13.5
STARS	Shared mobility opporTunities And challenges foR European citieS	30	POLITECNICO DI TORINO	IT	9	1,805,665.00 €	13.5

Success rate: 6,4% (30 submitted, 2 funded)

MoTiV Evaluation Report

The objectives of the proposal are clear and pertinent to the topic and focus on changing the value of travel time. The proposal outlines four primary objectives, each of which has specific sub-objectives relating to technology, socio-economic and institutional issues. These objectives are well elaborated and include quantified key performance targets and indicators.

The soundness of the concept is very good. It aims to create a specific application for collecting data on travel behaviour and on the perception of the value of travel time according to specific situations/contexts.

The credibility of the methodology is excellent. The approach is well structured into four pillars - conceptual, technological, organisational and analytical - each of which is convincingly explained in terms of key definitions, concepts and theories, hence demonstrating the comprehensiveness of the proposal. Data collection and analysis are well elaborated, providing clarity on the target number of survey locations and sample sizes and the approach to engaging participants, and the cost benefit analysis to be used. This is good. Data collection and analysis will be gender disaggregated, to enable more sensitive assessment of travel motivations. This is also good. However, the proposal insufficiently elaborates the methodology for forecast analysis. This is a shortcoming.

The extent to which the proposed work goes beyond the state of the art is very good. It elaborates well on how it builds on previous research and innovation activities dealing with the concept of travel time, travel behaviour and the potential impact of Information and Communication Technologies.

The innovation potential is very good. The proposal convincingly demonstrates how it will address gaps in current knowledge to develop a novel and systematic approach to estimating the value of travel time taking into account personal preferences as well as speed.

The consideration of interdisciplinary approaches is excellent. The proposal provides a convincing critique of the traditional economic view of valuing travel time and the increasing importance of integrating behavioural components. It also highlights the disciplines which the proposed project will build on – from transport planning and psychology to policy making.

MoTiV Evaluation Report

Comments - Impact

The extent to which outputs of the proposal will contribute to the expected impacts mentioned in the work programme is very good. The proposal elaborates well how it will achieve them, with a strong focus on the main factors that influence behavioural and lifestyle choices and the business models to support them.

Several additional impacts not mentioned in the work programme are identified in the proposal. This includes stimulating the development of a market in Mobility as a Service (MAAS) products and applications. The proposal also aims to maximise the Return on Investment (ROI) of transportation investments since investment decisions will also take into account personal value propositions. This is very good.

The quality and effectiveness of the exploitation, dissemination and communication activities is excellent. The exploitation plan is structured around three main pillars – knowledge, use of the App, and use of data collected, with each partner taking forward at least one of the pillars.

The dissemination plan is well elaborated with clearly defined roles, responsibilities, objectives, target stakeholders and audiences, and supported by specific dissemination channels and communication activities. The proposal also provides a Knowledge Management and IPR Strategy, convincingly presenting how each of the proposed project's outputs will (or not) be accessible to the public. In most cases the access will be open. This is good.

MoTiV Evaluation Report

Comments - Implementation

The quality and effectiveness of the work plan is very good. It is coherent with the proposal's concept and methodology, with the six work packages (WPs) reflecting all key stages. The timeline is logical. Roles and responsibilities within WPs are appropriately distributed, and the allocation of resources is reasonable, focusing most resources on the most work intensive WPs. However, the description of some specific tasks within the WPs is not sufficiently elaborated. This is a shortcoming.

The proposed management structure and procedures are very good. Each management body is well defined with clear roles, responsibilities and tasks. However, the composition of the Advisory Board is not sufficiently elaborated. This is a minor shortcoming. Risks are well categorised into three main groups – operational, technical and management – for which mitigation measures are well defined.

Innovation management is inadequately addressed in the proposal. This is a shortcoming. The consortium has very good complementarity in terms of its expertise and geographical diversity, bringing together business and industry with academia and research bodies and a Non-Governmental Organisation. Together they encompass mobility service design, business development and an understanding of behavioural factors. Their involvement in projects on which the proposal will build will help ensure access to outputs from those projects which will be used as inputs into the proposed project.

The allocation of tasks and resources is very good, ensuring that all participants have a valid role and adequate resources to fulfil that role.

Project Implementation

- Succeeding in H2020 project is a reason for celebrating, but it is only the beginning!

- In short time, Coordinator has to address many issues such as:
  - Grant Agreement preparation
  - Consortium Agreement preparation
  - Addressing Ethics Requirements (if any)
  - Developing trusted relationship with EC Project Officer
  - Strengthening collaboration with Project Partners
  - Internal organization (e.g. budget allocation to partners, hiring staff as required, trainings, setup of IT tools)
  - Planning activities in detail, both from scientific and administrative/financial viewpoints
  - Promote the project nationally and internationally

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Project Implementation - 2

- **For MoTiV implementation, work is in progress…**

- **Many deadlines already met, but more to come**

  16 May 2017: information about MoTiV approval

  7 August 2017: MoTiV Grant Agreement signed and in force

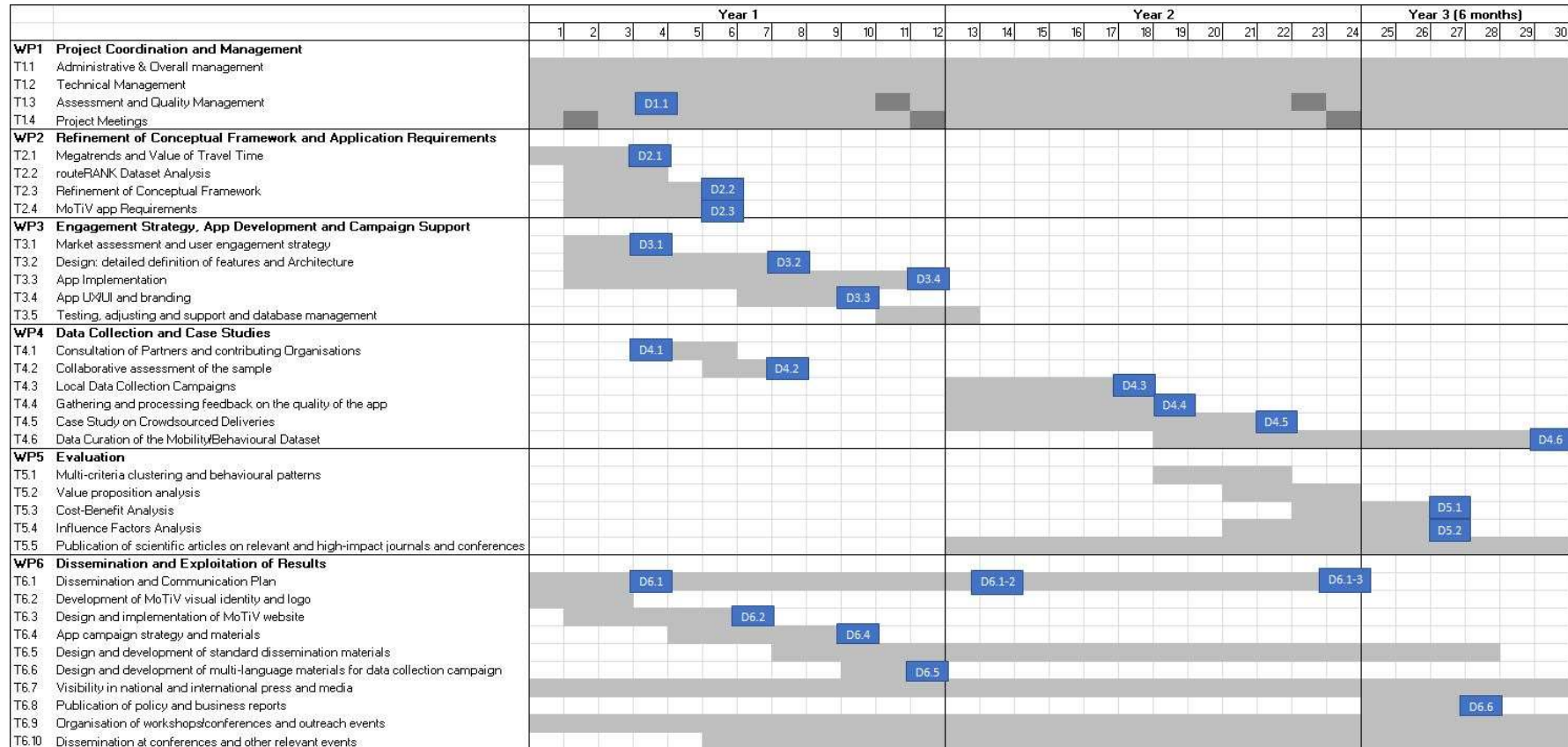 **30 September 2017:** Consortium Agreement signed by all partners

  ~20 October 2017: transfer of EC pre-financing amount (1,5M EUR)

  1 November 2017 (in 16 days): project starts

  14-15 November 2017: kick-off meeting in Zilina

Mobility and Time Value (MoTiV)

Necessary to be well organized and with a complete and reliable team from the start: many activities and deliverables within the first 6 months

Final Remarks

- **Succeeding in H2020 requires** oneself and a whole team to undergo **a long journey**

- A brilliant idea may come to a single person, but **success (or failure) is a joint outcome**. Team-work is essential

- **Things are connected:** ideas, people, places, professional and personal experiences…

- Even in case of major challenges, do not give up and be ready to defend your idea creatively. **Make things happen.**

- Do not be afraid of competition. **Be ambitious.**

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Thank You
for your attention!

Time for Questions

Dr. Giuseppe Lugano

ERAdiate Team, University of Žilina (Slovakia)

giuseppe.Lugano@uniza.sk