Socio-economic and environmental analysis

Topics · https://mobidatalab.eu/knowledge-base/socio-economic-and-environmental-analysis/

MobiDataLab aims to define an evaluation methodology to assess the impacts on society and on the environment of:

- Data sharing services provided by the new Transport Cloud;
- Related business models.

The relevant societal and environmental areas impacted will be clearly identified and the related KPIs will be defined. A methodology to assess these KPIs will be proposed, considering both quantitative and qualitative aspects.

The final assessment framework of data sharing societal and environmental impacts is foreseen in April 2022.



To build this assessment framework, three steps will be followed:

1. **Specification of the relevant societal and environmental areas and KPIs**.

This step includes the identification of areas impacted, and the definition of KPIs to measure both the data sharing culture impact on society, the economy and the environment, and the gap between the current situation and the potential situation with a Future Transport Cloud.

2. **Definition of the KPIs measurement approach.**

This is the detailed approach to measure the KPIs. It follows qualitative and quantitative methods. Here are some KPIs already developed, based on impacted areas:

Impact area	Description	KPI
Usage of transport data	Impact of the Transport Cloud on the way users utilize transport data	• Frequency of use of transport data • Change in usage preferences • Data availability • Reason for usage of transport data • Willingness to share data • ...
Satisfaction	Impact of the Transport Cloud on the users' satisfaction on data sharing aspects of transport products and services	• Users' satisfaction rate of data sharing services/Users' concern rate of data sharing services • Users' satisfaction rate of data availability • Users' satisfaction rate of accessibility of data sharing services • Data privacy perception rate • ...
Acceptance	Impact of the Transport Cloud on the users' attitude towards transport data sharing	• Perceived benefits rate of data sharing • Perceived effort rate of trasport cloud usage • Perceived «pleasure» of usage of transport data • ...
Economy	Impact of the Transport Cloud on the business and market aspects of stakeholders	• New «key activities» • Value added • Job creation • Costs savings • Increased Revenues • Key partnerships established • ...

Impact area	Description	KPI
Usage of Transport	Impact of the Transport Cloud on the way users utilize transport	• Intermodality • Use of public transport • Eco-friendly driving
Emissions	Impact of the Transport Cloud on transport related emissions	• Potential emissions savings

3. **Development of a survey to assess the acceptance of Transport Cloud services and evaluate Business Models for data sharing.**

As part of this activity, a survey evaluating the data sharing culture will be created. It will both assess the acceptance of the Transport Cloud services and analyse the existing business models for data sharing services.

The implementation of the assessment method developed by MobiDataLab will be done in the second part of the project, in 2022 and 2023. A Report on Quantification and measurement of the data exchange culture will be submitted in September 2022, and the Analysis and Conclusions on the data exchange culture will be finalized towards the end of the project.