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Labs for prototyping future mobility data sharing solutions in the cloud

D6.3 Reporting on MobiDataLab Events #2

Document giving an update on new events (in addition to Living Labs instances) and feedback from the activities and participants.

09/02/2023
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Summary sheet

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Legal Disclaimer

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Project Partners

Organisation	Country	Abbreviation
AKKODIS	France	AKKODIS
POLIS - PROMOTION OF OPERATIONAL LINKS WITH INTEGRATED SERVICES	Belgium	POLIS
F6S NETWORK IRELAND LIMITED	Ireland	F6S
HOVE	France	HOVE
HERE GERMANY GMBH & CO. KG	Germany	HERE

Document History

Version	Date	Organisation	Main area of changes	Comments
0.0	22/02/2022	F6S	ToC	
0.1	01/03/2022	F6S	Executive Summary	Draft 1
0.2	09/12/2022	F6S, POLIS, AKKODIS, HOVE, HERE	Content Update	Draft 1
0.3	20/12/2022	F6S	Summary of Events	First Version
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▍Executive Summary

This document corresponds to Deliverable 6.3 Reporting on MobiDataLab Events #2 of Task 6.3 Promoting MobiDataLab activities through events, as part of WP6 Communication, Dissemination and Exploitation.

This document lists all the events organised and/or co-organised by MobiDataLab and/or in which partners have participated either as speakers or with a booth slot to communicate key findings **between February 2022 and January 2023**. This deliverable document the feedback from the activities and participants and showcases how the project is being promoted to external stakeholders through internal and external events.

MobiDataLab partners seek to attend existing international conferences in order to present their main results to the main transportation and data sharing stakeholders. Nevertheless, other conferences and exhibitions are also addressed to increase interest rate. The project is expected to attend and hold a presentation to **at least in 3 relevant events** (a total of 9), and all activities will be summarised in the report (Deliverable D6.4) at the end of the project.

Related project milestone has been achieved in the process, described as follows:

Milestone 17 (MS17): Events co-organised by MobiDataLab v2. Means of verification: Planned events have been organised with a significant number of participants and positive outcomes. This milestone will be monitored via the deliverable D6.3.

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Abbreviations and Acronyms

Abbreviation	Meaning
CNRM	Cybersecurity Research Network Meeting
D	Deliverable
DIT4Tram	Distributed Intelligence & Technology for Traffic & Mobility Management
DSM2022	Data Science for Mobility 2022
EU	European Union

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FOSS4G	Free and Open Source Software for Geospatial
GIS	Geographical Information System
ISTI	Istituto di Scienza e Tecnologie dell'Informazione
ITS	Intelligent Transportation System
KPI	Key Performance Indicator
LL	Living Lab
MASTER	Multiple ASpects TrajEctoRy management and analysis
NAPCORE	National Access Point Coordination Organisation for Europe
PSD	Privacy in Statistical Databases
SEBD	Sistemi Evoluti per Basi di Dati
SYN+AIR	Synergies between transport modes and air transportation
TMWC	Tomorrow Mobility World Congress
TRA	Transport Research Arena
WP	Work Package

1. Introduction

1.1. Project Overview

There has been an explosion of mobility services and data sharing in recent years. Building on this, the EU-funded MobiDataLab project works to foster the sharing of data amongst transport authorities, operators and other mobility stakeholders in Europe.

MobiDataLab develops knowledge as well as a cloud solution aimed at easing the sharing of data. Specifically, the project is based on a continuous co-development of knowledge and technical solutions. It collects and analyses the advice and recommendations of experts and supporting cities, regions, clusters and associations. These actions are assisted by the incremental construction of a cross-thematic knowledge base and a cloud-based service platform, which will improve access and usage of data sharing resources.

1.2. Purpose of the Deliverable

This Deliverable intends to list all the events organised and/or co-organised by MobiDataLab and/or in which partners have participated either with a speaker or a booth slot to communicate key findings between February 2022 (M13) and January 2023 (M24).

It documents the feedback from the activities and participants and showcases how the project is being promoted to external stakeholders through internal and external events.

This document follows the strategy for events included in Deliverable 6.1 Dissemination Report (May 2021), that guides the dissemination activities within MobiDataLab.

1.3. Intended Audience

The dissemination level of this Deliverable is "Public" (PU), and it is mainly addressed to the public, for a better understanding of MobiDataLab's outreach activities. While all partners are responsible for participating in external events as speakers or by having a booth and taking advantage of already established events either external or organised by partners' networks, F6S in collaboration with POLIS, as WP6 Coordinator, and other partners (AKKODIS, HOVE and HERE) will be the main responsible for the organisation and/or co-organisation of MobiDataLab's internal events.

It is important to note that this is the second of three Deliverables that will be submitted with the same purpose, to report on MobiDataLab's events.

Deliverable D6.2 Report on MobiDataLab events #1 enlisted all events from February 2021 to January 2022, and Deliverable D6.4 Report on MobiDataLab events #3 will list all events from February 2023 and January 2024, including the project's final event.

1.4. Structure of the deliverable and Relation with other Work Packages/Deliverable

This document first presents the rationale behind MobiDataLab's strategy for organising and participating in events to showcase the project's results as included in the Deliverable D6.1 Dissemination Plan (May 2021, M4).

It then describes in detail each internal event organised and/or co-organised by MobiDataLab and external events in which partners have participated either with a speaker or booth slot, between February 2022 and January 2023.

Finally, it exposes the impact of such events for the project so far and showcases the planned events for 2023 as the project enters its third year.

The Deliverable D6.3 takes input from: D6.1 Dissemination plan and D6.2 'Reporting on MobiDataLab events #1', and it provides output to: D6.4 'Reporting on MobiDataLab events #3', and D6.7 'Project cooperation activities report #2'.

2. 2022 MobiDataLab Events

2.1. Rationale as included in the Dissemination Plan

As planned by Deliverable 6.1[1], the MobiDataLab project plans to organise its own online and face-to-face dissemination events, as well as take advantage of other established events, including those events organised by partner networks, beyond the events organised in the scope of the virtual and living labs of WP5. Dissemination opportunities will also be sought in other relevant events, including those targeted at transport practitioners, researchers, policymakers and the start-up community, among others.

All partners are expected to contribute to the dissemination of MobiDataLab's results by publishing papers on selected conferences, attending workshops and events, and presenting the results in booths and relevant fora. This will be monitored by F6S through an "Events log", shared with partners and regularly monitored in WP6 internal meetings.

According to the events' rationale as included in Deliverable 6.1 Dissemination Plan (May 2021, M4), the project considers two types of events to promote its outreach activities, as follows:

(i)   Internal events – organisation of online and face-to-face dissemination events to provide tangible experiences on the project's results, with the organisation of, at least, one Webinar per year (three in total) to communicate key findings of the project to relevant stakeholders, and the organisation of a final event by F6S (country still to be defined), with the support of all partners, to be held towards the end of the project to present MobiDataLab's main findings to relevant stakeholders.

(ii)   External events – presentation in, at least, three international scientific conferences, summits, workshops, and other relevant community events per year (nine in total), organised by or associated with partners or by other external entities (scouting or by invitation), including the Annual Polis Conference, which attracts +500 delegates from across the transport spectrum.

Short videos and blog posts may be created and published on the project's website may be developed, presenting key moments, short testimonials or the recap of the events organised by the partners or by the partners' network. Moreover, all events are to be listed on the project's website either as "upcoming" (if still to be held) or "archived" (once completed).

2.2. Internal and Partner Events

Internal project events are events that are organised and hosted by partners of the MobiDataLab Project and are typically focused on the progress and objectives of the project itself. These events

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[1] https://mobidatalab.eu/wp-content/uploads/2022/01/MobiDataLab-D6.1-DisseminationReport-v1.0DRAFT.pdf

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are used to bring together project partners and other stakeholders to discuss and share information about the project's activities and results, collect feedback on project outputs, as well as to plan for future activities and develop strategies for the project's continued success.

Partner events refer to events organised by one or more of the project partners, not necessarily connected to the project itself, but which may involve relevant external stakeholders such as policymakers, industry representatives, and research organisations, and possible future up-takers of project technologies. These events can be used to showcase the results and achievements of the project, as well as to engage with stakeholders and build partnerships for future projects, and even business collaborations.

Overall, partner and internal project events play an important role in the successful implementation and management of the MobiDataLab stakeholders, helping stakeholders to stay informed and connected, and to work together effectively to achieve the project's goals.

F6S, as leader of Task 6.3 "Promoting MobiDataLab activities through events" is required to organise online and face-to-face dissemination events as well as take advantage of other established events, including those events organised by partners networks.

2.2.1. MobiDataLab Webinar #2

Webinars are an important tool for Horizon 2020 projects because they allow for effective communication and collaboration among project partners, similar initiatives, and stakeholders. They provide a platform for sharing information, discussing progress, and coordinating activities.

After successfully organising its first Webinar in November 2021, MobiDataLab organised its second one year later, in November 2022.

The webinar on "**Methodologies and Data-based Technology Solutions for Improved European Mobility**" was organised under the Task 6.3 led by the partner F6S, and it aimed to present methodologies and tools that foster the development of a data-sharing culture in Europe, and effective ways to implement their respective smart city strategies and community initiatives.

The rationale behind the webinar was that the Mobility data sharing is not fully satisfactory nowadays, meaning that the quality and availability of data are not sufficient to support the change towards a new mobility paradigm. On the other hand, despite the success of early pilot projects, there is still a gap in terms of transferring innovative solutions to different contexts, cities and regions.

Figure 1. MobiDataLab 2nd Webinar Banner

The webinar brought together projects and initiatives that target mobility stakeholders (transport authorities, mobility-oriented networks, and both data providers and data consumers) to present them innovative solutions to concrete problems using open data as a tool, as well as to accelerate the replication of existing innovative mobility solutions.

Drafted by F6S, the webinar concept notes, rationale and the dissemination strategy were shared in advance with the partners for validation. The official visual, email-invitation, registration link and social media posts were sent to all partners to share among their organisation and with their external networks.

A social media strategy was also discussed with POLIS. The webinar was published on the project's website, the registration page was created in the F6S Platform and disseminated through the project's social media channels.

Figure 2. MobiDataLab 2nd Webinar Agenda

Four innovative projects presented methodologies and tools that tackle barriers of the mobility sector and foster the development of a data-sharing culture in Europe, as well as effective ways to implement their respective smart city strategies and community initiatives.

- **Thierry Chevallier** of AKKODIS presented **MobiDataLab,** and the ways project fosters data sharing in the transport sector, providing mobility organising authorities with recommendations on how to improve the value of their data, contributing to the development of open tools in the cloud, and organising hackathons aiming to find innovative solutions to concrete mobility problems.

- Subsequently, **Ismini Stroumpou** of **Sparsity Technologies** presented **SYN+AIR** technology solution. The SYN+AIR project aims to set and develop a blueprint to establish collaboration among Transport Service Providers (TSPs), and to develop the idea of seamless door-to-door (D2D) user journey. The main objective of SYN+AIR is to generate common goals for TSPs that will justify the need for data sharing, hence providing a more convenient travelling experience for users.

- **Luca Pappalardo,** Scientific Researcher at **ISTI-CNR,** put the **SoBigData++** technology solution in the spotlight. SoBigData++ strives to deliver a distributed, Pan-European, multi-disciplinary research infrastructure for big social data analytics, coupled with the consolidation of a cross-disciplinary European research community, aimed at using social mining and big data to understand the complexity of our contemporary, globally interconnected society.

- Closing the session, **Marcell Romsics** of **ZONE Cluster** presented values, methodologies and offering of the **RECIPROCITY Project**. RECIPROCITY aims at transforming European cities into climate-resilient and connected, multimodal nodes for smart and clean mobility through an innovative four-stage replication approach.

After the webinar, a blog post was published with the key highlights of the webinar, the video recording was published on MobiDataLab's YouTube channel and the project's website and the webinar was moved to "archived" on the project website.

MobiDataLab 2nd Webinar Key Information	
Date	November 22nd, 2022, at 14:00 CET
Location	Online, Zoom Platform
Registration Link	F6S Platform
Number of Registrations	64
Facilitators	Danijel Pavlica (Moderator; F6S), Diana Guardado (F6S)
Key Speakers	Thierry Chevallier (AKKODIS; MobiDataLab)
	Ismini Stroumpou (Sparsity; SYN+AIR)
	Luca Pappalardo (ISTI-CNR; SoBigData++)
	Marcel Romsics (Zone Cluster; RECIPROCITY)
Full Recording	YouTube Channel
Newsitem	MobiDataLab Website

2.2.2. Cybersecurity Research Network Meeting

The Network aims to consolidate and strengthen a common space for research in cybersecurity and privacy of high-level information in Spain.

It is about formalising an alliance to make research and its transfer more effective and competitive. URV presented first results of the MobiDataLab project during a session related to Internet of Things solutions.

Event Type	Workshop
Date and Location	21/03/2022; Lleida, Spain
Partner(s) Present	URV
Partners' Contribution	Presentation
Audience Type	Mobility data researchers, cybersecurity experts, industry
Estimated Audience Size	50
Event Link/Website	CRNM

2.2.3. Second MASTER Workshop

The second MASTER workshop was held at University Ca' Foscari in Venice on May 13, 2022, in the historic Aula Trentìn. The workshop aimed to further build networks with the non-academic sector, specifically focusing on industries related to mobility data.

Event Type	Workshop
Date and Location	13/05/2022; Venice, Italy
Partner(s) Present	AKKODIS, CNR
Partners' Contribution	Presentation
Audience Type	Mobility data researchers, academia, industry
Estimated Audience Size	40
Event Link/Website	2nd MASTER Workshop

The workshop included an industrial session featuring representatives from AKKODIS, Vessels AI, ACTV Venice, BusForFun, and Mindicity. During the session, AKKODIS presented (Figure 3) some of its recent research results and discussed potential opportunities for new collaborations with the participating industries.

The goal of the industrial session was to gather information about the needs and open problems facing the industries and explore ways to work together. The objective of the workshop as a whole was to strengthen the connections between academia and industry, and facilitate future partnerships in the field of mobility data.

Figure 3. AKKODIS (then AKKA) at the Second MASTER Workshop

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2.2.4. ITS Congress 2022

Every year, ERTICO organises ITS regional or World Congresses in Europe. The Congresses are the yearly celebration of smart mobility: they underline the importance of Intelligent Transport Systems (ITS), particularly in cities and regions where they are hosted, and are important channels to raise awareness of smart mobility solutions among policy makers, experts and the general public.

Event Type	Congress
Date and Location	30/05/2022–01/06/2022; Toulouse, France
Partner(s) Present	ICOOR
Partners' Contribution	Presentation
Audience Type	Transportation professionals, policymakers, researchers, industry representatives, government agencies, transportation companies, technology firms, and other organisations involved in the development and deployment of ITS.
Estimated Audience Size	3000
Event Link/Website	ITS Congress 2022

ICOOR represented MobiDataLab (Figure 4) at the three-day-long event where participants experienced the future of smart and sustainable mobility in the high-level programme and the technical sessions, demonstrations and in the lively exhibition. There was an impressive list of high-level speakers who discussed the five key themes highlighted throughout the Congress: Services for Citizens, Innovative solutions, Green and Sustainable Mobility, From Large-Scale Trials to Deployment and Cities as logistics hubs.

The ITS Summit was a key element of the Congress with over 80 Ministers, industry leaders and senior representatives of national and local governments coming together to hold cross-sector discussions on common transport challenges and possible solutions. This year's Summit discussions focused on exploring the practical aspects of the Mobility Data Space – a data sharing community for everyone who is looking to build the future of mobility.

Figure 4. MobiDataLab Presentation at the ITS Congress EC Stand

2.2.5. SEBD2022 – Symposium on Advanced Database Systems

The thirtieth edition of the Italian Symposium on Advanced Database Systems (SEBD – *Sistemi Evoluti per Basi di Dati)* was jointly organised by ISTI CNR Pisa and Università degli Studi Roma Tre. The SEBD symposium is the major annual event of the Italian database research community. It is thought as a gathering forum to meet, discuss, and exchange experiences among all people from academy and industry who are interested in database systems and in all their broad range of applications. The conference covers a wide range of topics related to database systems, including data management, data warehousing, data mining, and more. SEBD attracts participants from both academia and industry, and typically includes keynote speeches, technical sessions, and poster presentations.

Event Type	Symposium
Date and Location	19/06/2022–22/06/2022; Pisa, Italy
Partner(s) Present	CNR, AKKODIS
Partners' Contribution	Presentation
Audience Type	Research and academic community
Estimated Audience Size	100
Event Link/Website	SEBD2022

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Chiara Renso of CNR presented (Figure 5) MobiDataLab's paper on "A Federated Cloud Solution for Transnational Mobility Data Sharing" to the audience of researchers and practitioners and discussed new and innovative ideas, as well as recent developments in the field of databases.

Figure 5. Chiara Renso of CNR at SEBD2022

2.2.6. PSD2022 - Privacy in Statistical Databases

The PSD2022 event focused on the importance of privacy in statistical databases, as well as current challenges and best practices for protecting sensitive data. Topics of discussion included: the ethical considerations of collecting and storing personal data in statistical databases; the role of data privacy laws and regulations in protecting individuals' rights; techniques for de-identifying and anonymizing data to prevent identification of individuals; best practices for securing statistical databases and preventing data breaches; and case studies and examples of successful privacy protection in statistical databases.

Event Type	Scientific Conference
Date and Location	21/09/2022–23/09/2022; Paris, France
Partner(s) Present	URV
Partners' Contribution	Brochure Distribution and Networking
Audience Type	Research and academic community
Estimated Audience Size	70
Event Link/Website	PSD2022

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The MobiDataLab brochure was distributed among all the attendees of the event that featured keynote speakers, panel discussions, and interactive workshops and attracted world-wide, high-level researchers in statistical database privacy.

2.2.7. Summer School on Data Science for Mobility

The objective of the First International Summer School on Data Science for Mobility was to offer to participants both visionary keynote speeches and hands-on mini courses. The keynote speeches were held by leading experts on mobility data introducing analysis challenges a large quantity of very complex mobility data generated every day.
The event was organised by CNR as part of the MASTER Project and was partially sponsored by the MobiDataLab Project.

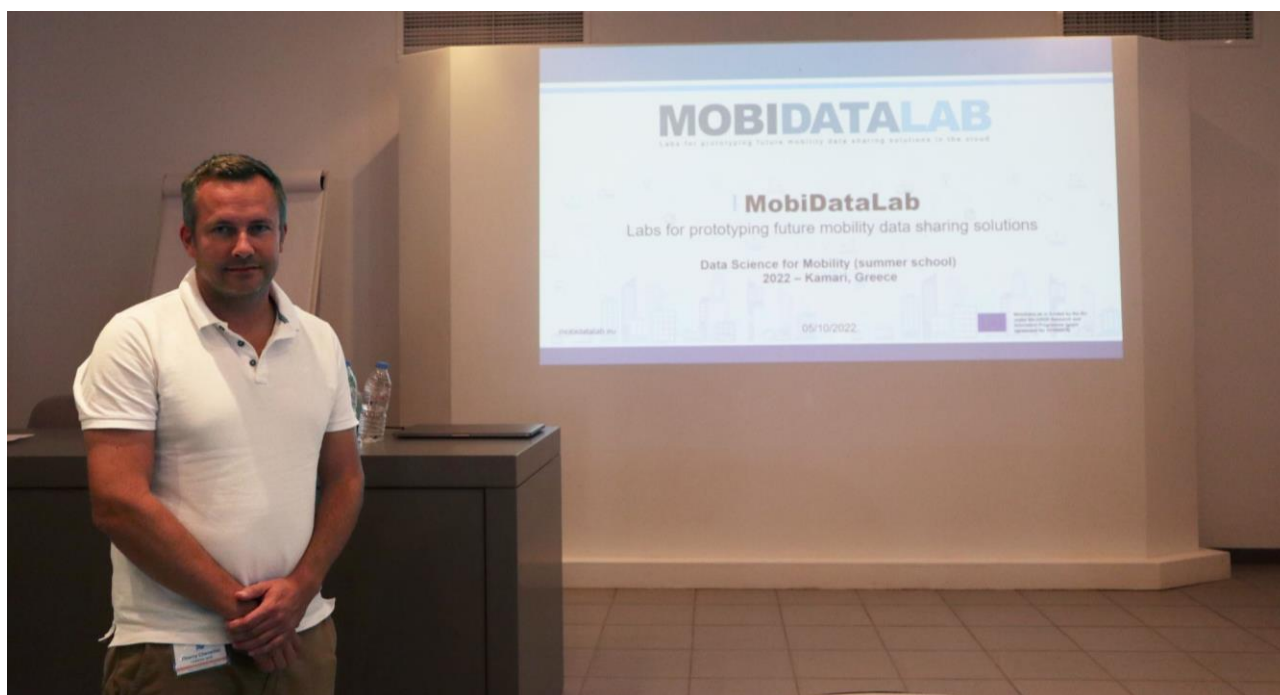| Event Type	Summer School/Workshop
Date and Location	04/10/2022–07/10/2022; Santorini, Greece
Partner(s) Present	CNR, AKKODIS
Partners' Contribution	Presentation
Audience Type	PhD students, researchers and practitioners in the fields of Computer and Information Science
Estimated Audience Size	50
Event Link/Website	DSM2022

Figure 6. MobiDataLab at the DSM2022

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Furthermore, Thierry Chevallier had the opportunity to present (Figure 6) to the students the roadmap of the MobiDataLab hackathons to be held in 2023. This presentation was of a particular importance, as it was directly addressing the DSM audience, that could be possible participants in Datathon, the first MobiDataLab Living Lab which aims to attract researchers and data analysts.

2.2.8. HERE GIS Days 2022

GIS Days are events that focus on the use of geographic information systems (GIS) technology and its applications in various fields such as mapping, spatial analysis, and data management. These events usually feature presentations, workshops, and demonstrations on the latest GIS technologies and techniques, as well as opportunities for networking and collaboration with other professionals in the GIS community. GIS Days can be organised by professional associations, educational institutions, or government agencies, and are often held in conjunction with conferences or other industry events.

Event Type	Workshop/Demonstration
Date and Location	16/11/2022; Online
Partner(s) Present	HERE
Partners' Contribution	Presentation
Audience Type	Industry, research and academic community
Estimated Audience Size	50
Event Link/Website	GIS Days 2022

HERE delivered a presentation that provided attendees with a better understanding of the potential of MobiDataLab solutions in urban planning, as well as some practical examples of how it can be used in real-world situations.

2.2.9. POLIS Annual Conference 2022

The POLIS Conference is an annual event that brings together experts and practitioners in the field of urban planning, transportation, and sustainability. The conference features presentations and discussions on a range of topics, including sustainable transportation systems, urban design, public policy, and community engagement.

Event Type	Conference
Date and Location	30/11/2022–01/12/2022; Brussels, Belgium
Partner(s) Present	POLIS, AKKODIS
Partners' Contribution	Exhibition

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Audience Type	Local Authorities, Transport authorities, Policy Makers, Industry, Research and Academia
Estimated Audience Size	900
Event Link/Website	POLIS2022

The conference also includes networking opportunities, workshops, and tours of local projects and initiatives. The POLIS Conference aims to provide a forum for exchange of ideas and knowledge, and to facilitate the development of innovative approaches to addressing urban challenges.

MobiDataLab utilised the cooperation approach by sharing a space with the TANGENT Project and the DIT4TraM Project in the efforts to disseminate Mobility Data Sharing project outputs and engaging with cities across Europe.

Figure 7. MobiDataLab at the POLIS Annual Conference 2022

2.3. External Events

External events can have a significant impact as they can provide opportunities for collaboration and networking, as well as expose the project to a wider audience.

For example, attending conferences, workshops, and exhibitions can allow project partners to meet and exchange ideas with other researchers and stakeholders, leading to potential partnerships and new avenues for research.

Additionally, participating in external events can help to raise the profile of the project and increase awareness of the project's achievements and outputs. External events can also provide valuable feedback and insights into the project's progress and impact, as well as provide opportunities for knowledge transfer and dissemination.

Overall, engaging with external events significantly enhanced the success and impact of the MobiDataLab project by expanding the project's reach and connections within the data mobility community.

2.3.1. Slide2Open Shipping Finance 2022

The Slide2Open Shipping Finance 2022 aimed at producing tangible results, while providing delegates with valuable financial and commercial insight into activities, offerings, best practices and trends.

Slide2Open Communications held the 5th Slide2Open Shipping Finance 2022 Conference, which was a combination of live and recorded interviews, speeches and live panel discussions between remotely connected speakers and those physically present.

Event Type	Conference
Date and Location	02/03/2022–03/03/2022; Athens, Greece and Online
Partner(s) Present	AKKODIS
Partners' Contribution	Presentation
Audience Type	Top executives in shipping, transport, trade and logistics; banking, investment, finance; ICT, energy, telecommunications and law.
Estimated Audience Size	15.000
Event Link/Website	Slide2Open Shipping Finance 2022

Thierry Chevallier of AKKODIS (Figure 8) joined a session "The Seaports of the Future - Research and Innovations" organised by the DataPorts Project. The aim was to bring together all stakeholders on the seaports of the future, to present the research vision, the available solutions and to hear the concerns and the needs of the related industries.

The objective was to demonstrate EU initiatives towards the Seaports/ Shipping and Maritime Transformation from the research point of view. For that reason, several EU funded research projects were invited to present their vision and results. MobiDataLab showcased how such solutions can be available through available data-driven platforms.
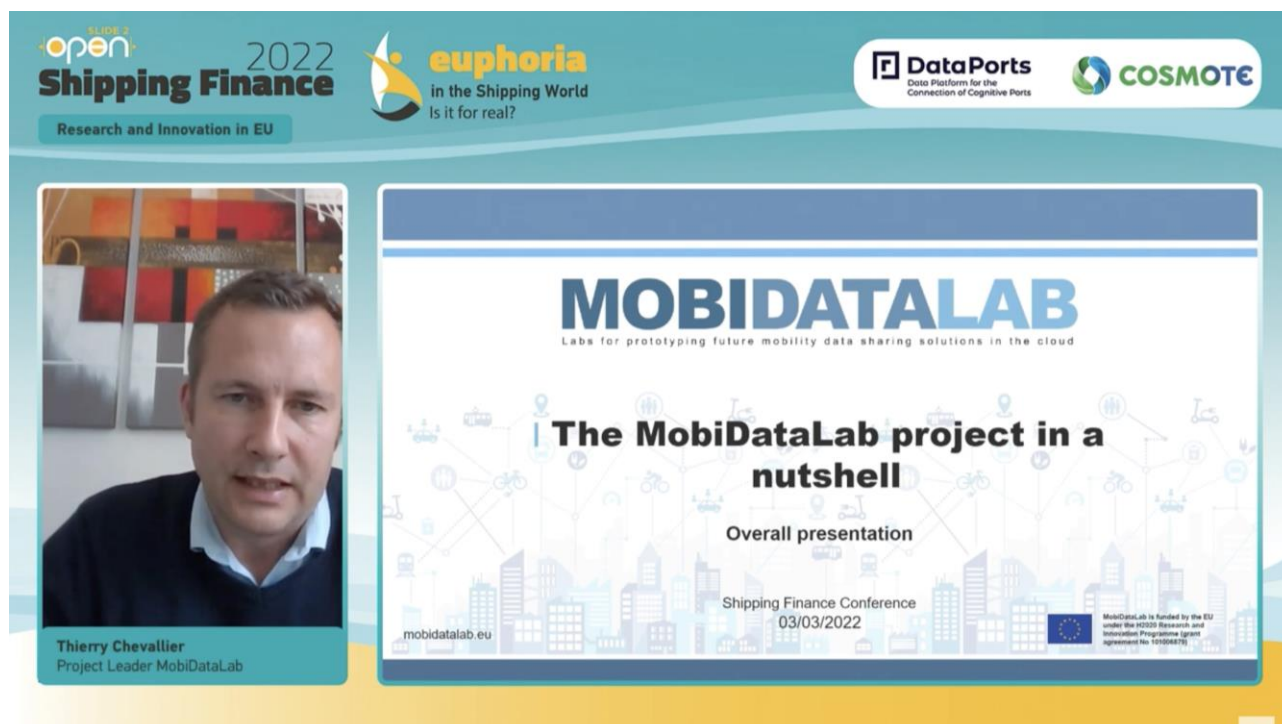
Figure 8. Thierry Chevallier at the Slide2Open Shipping Finance 2022

2.3.2. EEN & SMART4ALL Conference and Workshop

Enterprise Europe Network and SMART4ALL H2020 Project co-organised a conference and workshop dedicated to the promotion of digital transformation of economy and funding opportunities for international transfer of technologies.

Event Type	Workshop/Conference
Date and Location	06/07/2022–07/07/2022; Novi Sad, Serbia
Partner(s) Present	F6S
Partners' Contribution	Panel Discussion
Audience Type	Industry, research and academic community, press, associations, startups
Estimated Audience Size	100
Event Link/Website	EEN & SMART4ALL Conference and Workshop

F6S participated at a panel discussion and workshop related to Digitisation of the Transportation sector (Figure 9) and presented upcoming MobiDataLab's Living Labs to the workshop audience.

Figure 9. EEN & SMART4ALL Conference and Workshop

2.3.3. FOSS4G 2022 Conference

FOSS4G (Free and Open-Source Software for Geospatial) is an annual conference focused on the use of open-source software in the geospatial industry. The 2022 conference brought together professionals from around the world to discuss the latest developments in open-source geospatial technologies, share best practices, and network with their peers.

The conference featured presentations, workshops, and demonstrations from industry experts, as well as opportunities for attendees to get hands-on experience with the latest tools and technologies.

FOSS4G 2022 was a valuable resource for professionals looking to stay up to date on the latest innovations in the geospatial field and learn about new ways to apply open-source software in their work.

Event Type	Conference
Date and Location	22/08/2022–28/08/2022; Florence, Italy
Partner(s) Present	HERE, AKKODIS
Partners' Contribution	Presentation
Audience Type	Open Source, Research, GIS community
Estimated Audience Size	1000–2000
Event Link/Website	FOSS4G; MobiDataLab General Track

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Johannes Lauer of HERE delivered a presentation (Figure 10) on MobiDataLab during the conference, and engaged a diverse group of attendees, including software developers, geospatial professionals, researchers, and educators into future MobiDataLab activities.

Figure 10. MobiDataLab during the FOSS4G 2022 Conference

2.3.4. 2023 TechChill Milano

TechChill Milano is a tech conference in Milan, Italy, focused on showcasing cutting-edge technology and its impact on society. It brings together entrepreneurs, investors, and technology enthusiasts to discuss the latest innovations in fields such as AI, blockchain, and smart cities. The event offers opportunities for networking, learning from industry experts, and exploring new business opportunities. The conference featured presentations, workshops, and demonstrations from industry experts, as well as opportunities for attendees to get hands-on experience with the latest tools and technologies.

Event Type	Conference
Date and Location	22/08/2022–28/08/2022; Milan, Italy
Partner(s) Present	F6S
Partners' Contribution	Booth
Audience Type	Entrepreneurs, innovators, smart cities sector experts
Estimated Audience Size	2300
Event Link/Website	TechChill

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Figure 11. F6S Team at the TechChill Milano Event

F6S delivered a masterclass on Growth Opportunities (Figure 12). The masterclass was a comprehensive seminar that features a two-part session to provide start-ups with valuable insights into growth opportunities. The first part of the session focused on learning from successful entrepreneurs, where they shared their experiences and provided insights on how to grow a start-up from the ground up.

Figure 12. F6S Growth Opportunities Masterclass Banner

The second part of the session was led by experienced project managers who offered tips and advice on how to take advantage of EU-funded open calls to maximise growth potential. The goal of this session was to help start-ups identify and capitalise on the opportunities available to them and provide practical strategies to achieve success. MobiDataLab's events, especially hackathon, codagon and datathon were presented during this session, as well as at the F6S conference booth.

2.3.5. NAPCORE Mobility Data Days

NAPCORE (National Access Point Coordination Organisation for Europe) Mobility Data Days is an annual conference that focuses on the use of mobility data in the transportation industry. It brings together experts in the field to discuss the latest trends and technologies in mobility data analysis, including big data analytics, data visualization, machine learning, and artificial intelligence.

The conference also includes presentations from industry leaders and case studies of successful mobility data projects. The goal of NAPCORE Mobility Data Days is to explore the potential of mobility data to improve urban transportation systems and enhance the mobility experience for users.

Event Type	Conference
Date and Location	03/11/2022–04/11/2022; Paris, France
Partner(s) Present	POLIS, AKKODIS
Partners' Contribution	Networking, Panel Discussion
Audience Type	Policymakers, industry, research and academic community
Estimated Audience Size	200
Event Link/Website	NAPCORE Mobility Data Days

POLIS and AKKODIS joined the event to network with National Access Point and research delegates, while Suzanne Hoadley of POLIS (Figure 13) participated in the opening panel discussion.

Figure 13. NAPCORE Mobility Data Days Opening Panel Session

2.3.6. Transport Research Arena Lisbon 2022

The Transport Research Arena (TRA) is an international conference on transport research, innovation, and mobility. It is organized by the European Commission and hosted by the Portuguese government in Lisbon, Portugal. The conference brings together researchers, policymakers, industry representatives, and other stakeholders to discuss the latest developments in transport research and innovation.

The theme of the TRA Lisbon 2022 was " Moving together – reimagining mobility worldwide ". The conference addressed a range of topics, including smart cities and urban mobility, autonomous and connected vehicles, digital technologies in transport, clean and sustainable mobility, and multimodal transport systems.

Event Type	Conference
Date and Location	14/11/2022–17/11/2022; Paris, France
Partner(s) Present	POLIS, AKKODIS
Partners' Contribution	Presentation, Exhibition
Audience Type	Policymakers, industry, research and academic community, general public, press, associations, startups
Estimated Audience Size	2000
Event Link/Website	[TRA2022](#)

The TRA Lisbon 2022 also featured an exhibition showcasing the latest technologies and innovations in transport, as well as networking events and workshops where attendees can exchange ideas and build partnerships.

MobiDataLab partners, AKKA and POLIS, and representatives from the collaborating projects DataPorts welcomed about 50 interested stakeholders on a well-positioned stand (Figure 14) at the Transport Research Arena in Lisbon.

The stand, showcasing videos and posters, attracted several key stakeholders for the project. Other research projects working on data, technical enablers and exploitation stimulated potential collaborations. Technical representatives of transport operators and solution providers challenged the project's transport cloud prototype and pushed partners to reflect on its methods. High-level representatives from national and European mobility data organisations learnt about project's expected outcomes and discussed the potential further exploitation.

Questions addressed the following topics: project's technical challenges and the solutions found or being tested, the limits of project's scope in terms of data types, the services the consortium can provide or aim to develop, as well as the method for achieving this. Interested visitors also asked about standards and expected compliance processes, with direct and concrete talks. Finally, the present partners also covered the technological maturity of project developments and the testing environment they work in.

Figure 14. MobiDataLab's Exhibition Stand at the 2022 Transport Research Arena

There was a very engaging interest in two projects over 4 complete days of an exciting conference: explaining the purpose of both projects, presenting activities and standpoints, developments, clarifying the scope of data covered by each project. While MobiDataLab develops a data sharing framework and services mostly for public transport and traffic data, DataPorts focuses on logistics data.

Overall, the stand activity was very productive. National stakeholders expressed interest in MobiDataLab's reference group, and good contacts were built for further collaboration, especially in view or living lab instances of 2023. This was already a good follow-up on the NAPCORE Days where MobiDataLab networked and participated in shaping standards for future data sharing processes.

2.3.7. Tomorrow Mobility World Congress

Tomorrow.Mobility World Congress (TMWC) celebrated its second edition in 2022, making it a meeting point for sector leaders in sustainable, smart urban mobility to once again share reflections, ideas and best practices to advance the industry's future.

The event was held at Fira Barcelona within the framework of Smart City Expo World Congress, the world's leading event for cities, ensuring unique cross-selling opportunities and a huge presence of worldwide public sector professionals.

Event Type	Conference
Date and Location	15/11/2022–17/11/2022; Barcelona, Spain and Online

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Partner(s) Present	URV
Partners' Contribution	Networking
Audience Type	City administrators, policymakers, manufacturers, investors, academics, public-private providers, start-ups, entrepreneurs, students, and researchers
Estimated Audience Size	24.000
Event Link/Website	TMWC2022

TMWC focused on seven key topics responding to the main challenges facing today's urban mobility covered during the congress sessions: autonomous vehicles, micro-mobility, public transport, last-mile logistics, urban air mobility, transport infrastructure, energy transition and efficiency.

The event was a good opportunity to discover tangible solutions about how to lead the transition to a greener and safer urban mobility at demonstrations and booths and to network and connect with key players in the field, as well as to present MobiDataLab's Living Labs and solutions.

Most importantly, TMWC welcomed representatives from cities, regions and countries around the world to this year's event, where they presented projects, promoted local companies, established connections and learned from other cities. MobiDataLab representatives had an opportunity to establish good connections with the representatives of the Flanders Region, in terms of collaboration for the project's upcoming Living Labs events.

2.3.8. RECIPROCITY Mobility Assembly

The RECIPROCITY project hosted its Mobility Assembly from 30 November to 1 December in Brussels. The event was prepared as an open event to any interested mobility stakeholder willing to increase awareness between financial Intermediaries as Venture Capital, Business Angel Networks or Banks, and mobility ecosystem, cities, industry, mobility providers or policy makers.

Event Type	Workshop
Date and Location	30/11/2022–01/12/2022; Brussels, Belgium
Partner(s) Present	POLIS
Partners' Contribution	Networking, Presentation
Audience Type	City administrators, policymakers, manufacturers, investors, academics, public-private providers, start-ups, entrepreneurs, students, and researchers
Estimated Audience Size	30
Event Link/Website	TMWC2022

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Figure 15. POLIS at the RECIPROCITY Mobility Assembly

The Mobility Assembly included different activities such as presentations of actors, initiatives and projects, one-to-one meetings, and working group meetings.

The aim was to bring together different actors to foster potential cooperation in different areas related to sustainable urban mobility. POLIS participated at the event on behalf of MobiDataLab (Figure 15) and delivered a presentation about the project and its initial findings, as well as future activities related to Living Labs.

Moreover, POLIS joined a workshop where the aim is to explore and understand the financial needs and obstacles of innovative projects in the field of mobility based on the experiences of the participants.

MobiDataLab and its Transport Cloud was presented within the "Use of Data for Urban Transport Management" segment.

3. Monitoring Impact

Effective impact monitoring is essential for demonstrating the value and effectiveness of activities carried within the MobiDataLab project, and it is important for ensuring that the project is meeting its goals and objectives, and for identifying any challenges or obstacles that may need to be addressed in order to achieve desired impacts.

3.1. KPIs Monitoring and Impact

As described in Deliverable D6.1 Dissemination Plan, 3 KPIs have been established in relation to the organisation and participation in events. These KPIs were not established at the proposal stage and, thus, are a direct result of the agreement between partners regarding their inclusion in Deliverable D6.1. and are regularly monitored by F6S under Task 6.3 Promoting MobiDataLab activities through events, to enhance their performance, outreach, and overall impact. The KPIs related to the organisation and participation in events are enlisted in Table 1:

Table 1. KPIs for Organisation and Participation in Events

KPI	Expected Performance					
	Year 1		Year 2		Year 3	
	Target	Achieved	Target	Achieved	Target	Achieved
Number of the Final Event Attendees	-	-	-	-	100–150	TBA
Number of Representations at Events	≥3	7 (100%)	≥3	11 (100%)	≥3	TBA
Number of Participants in awareness events	≥20	37 (100%)	20–50	60 (100%)	20–50	TBA

Regarding year 2, partners have been present at more than 3 external events (10) between February 2022 and January 2023 (see section 2.3), either with a speaker or a booth slot. MobiDataLab's 2nd Webinar, held on the 22nd of November 2022 (see section 2.2.1), has gathered 60 participants. Both KPIs for year 2 were, thus, achieved. Regarding the impact of these activities, as this was the project's first year, it was still too early to show major results and progress on the project activities. Nevertheless, all participations at external events were able to showcase the initial outcomes of the project, positioning MobiDataLab as a project to follow among the community, and the 1st MobiDataLab Webinar brought together several relevant actors of the project, increasing the outreach of its activities. Whilst the COVID pandemic has not constituted a major issue for the project to achieve its KPIs and participate actively in events, it is worth noting that the scale of events and

participation levels might have been affected overall and is likely to continue to affect events' participation and involvement in 2023 as the pandemic perdures. This will also be factored into the project's events activities and impact analysis.

3.2. Foreseen Events for 2023

Below is a non-exclusive list of events foreseen for 2023, either organised by MobiDataLab or in which partners could take part in. It is important to note that these are the events already identified as relevant for MobiDataLab's participation, meaning that several others might be considered over the course of the project's third year, particularly with the submission of scientific publications at international conferences to showcase the project's results.

Table 2. Preliminary List of Events for 2023

Event Name	Date and Location	Event Description	MobiDataLab's Possible Contribution
RTR Conference	14/2–16/02/2023 Brussels, Belgium	Results from Road Transport Research conference aims to deliver a holistic view of how the European research scene is moving forward in the fields of Green Vehicles, Urban Mobility, Logistics, Intelligent Transport Systems, Safety, Automated Road Transport, etc.	Call for Speakers, Participant, Networking
4YFN	27/2–02/03/2023 Barcelona, Spain & online	4YFN (4 Years From Now) is an event that connects with the start-up ecosystem to launch new business ventures together.	Call for Speakers, Participant, Networking
Big Data &AI World	8–9/03/2023 London, United Kingdom	Big Data & AI World is designed for C-level staff, AI leaders, data and analytics specialists, managers and key decision makers.	Call for Speakers, Participant, Networking
Third MobiDataLab Webinar	April 2023	3rd Webinar organized by MobiDataLab to showcase results and disseminate upcoming activities for the next year	Main Organisers
Data Innovation Summit	11–12/05/2023 Stockholm, Sweden & Online	The Data Innovation Summit is the largest and most influential annual Data and AI event in the Nordics and beyond, bringing together the most innovative minds, enterprise practitioners, technology providers, start-up innovators and academics, working with Data Science, Big Data, ML, AI, Data Management, Data Engineering, IoT and Analytics	Call for Speakers, Participant, Networking
World Data Summit	17–19/05/2023 Amsterdam, The Netherlands	The WorldDataSummit is a three-day event where experiences from brightest data experts are shared with data	Call for Speakers, Participant, Networking

		scientists and everyone who is interested in bigdata.	
ITS European Congress 2023	22–24/05/2023 Lisbon, Portugal	The ITS European Congress is the largest event entirely dedicated to smart mobility and digitalisation of transport is organised by ERTICO – ITS Europe.	Paper, Networking
ITF Summit	24–25/05/2023 Leipzig, Germany	The International Transport Forum at the OECD is an intergovernmental organisation with 64 member countries, and it acts as a think tank for transport policy and organises the Annual Summit of transport ministers.	Call for Speakers, Participant, Networking
MOVE	21–22/06/2023 London, United Kingdom	MOVE is a specialised and focused event dedicated to mobility, not an add on to tech or electronics show.	Call for Speakers, Participant, Networking
FOSS4G 2023	26/06–02/07/2023 Prishtina, Kosovo	Largest global Free and Open-Source GIS conference.	Call for Speakers, Participant, Networking
Fourth MobiDataLab Webinar	September 2023	FWebinar organised by MobiDataLab to showcase results and disseminate final activities for the project completion.	Main Organisers
World Passenger Festival 2023	04–05/10/2023 Vienna, Austria	Event attracting global public transport operators to discuss the transformative era of mobility.	Call for Speakers, Participant, Networking

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4. Conclusions

This Deliverable has identified and listed all the events organised and/or co-organised by MobiDataLab and/or in which partners have participated either with a speaker or a booth slot. The main goal of this outreach activity is to showcase the project results and engage with MobiDataLab's target audiences, which play an important role in the project's dissemination strategy. MobiDataLab organised 1 webinar, and attended 7 external events, and several events organised by project partners.

Overall, as this was the project's second year, the events in which partners participated between February 2022 and January 2023 had a moderate impact on MobiDataLab, since the project was still in the process of developing its first results. However, it is important to note that all these events contributed to an increased awareness of the project, its activities, and goals as they targeted specific audiences and, thus, not only the KPIs but also the foreseen impact are considered as achieved. Nonetheless, within year 2, 100% of all KPIs set were achieved. Moreover, the MobiDataLab 2nd Webinar was attended by 60 participants from relevant stakeholders in a lively discussion on how to promote a data sharing culture in Europe in the mobility sector, which also contributed to the creation of a community willing to follow the project's future activities.

Considering that the mean of milestone verification is that planned events have been organised with a significant number of participants and positive outcomes, it can also be concluded that **Milestone 17** (MS17) 'Events co-organised by MobiDataLab v2.' is also achieved successfully.

MobiDataLab Consortium

The consortium of MobiDataLab consists of 10 partners with multidisciplinary and complementary competencies. This includes leading universities, networks and industry sector specialists.