

# MOBIDATALAB

Labs for prototyping future mobility data sharing solutions in the cloud

## **D6.4 Reporting on MobiDataLab Events #3**

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

01/02/2024

Author(s): Danijel PAVLICA (F6S), Mirana KHANOM (F6S)



MobiDataLab is funded by the EU under the H2020 Research and Innovation Programme (grant agreement No 101006879).

## I Summary sheet

Deliverable Number	D6.4
Deliverable Name	D6.4 - Reporting on MobiDataLab Events #3
Full Project Title	MobiDataLab, Labs for prototyping future Mobility Data sharing cloud solutions
Responsible Author(s)	Danijel PAVLICA (F6S), Mirana KHANOM (F6S)
Contributing Partner(s)	POLIS, HOVE, HERE, AKKODIS
Peer Review	POLIS, ICOOR
Contractual Delivery Date	31-01-2024
Actual Delivery Date	26-01-2024
Status	Final
Dissemination level	Public
Version	V1.0
No. of Pages	40
WP/Task related to the deliverable	WP6/T6.3
WP/Task responsible	POLIS (WP); F6S (Task)
Document ID	MobiDataLab-D6.4-ReportingOnMobiDataLabEvents#3_v1.0
Abstract	This report gives an update on new events (in addition to Living Labs instances) and will document the feedback from the activities and participants. Related task: T6.3.

## I Legal Disclaimer

MOBIDATALAB (Grant Agreement No 101006879) is a Research and Innovation Actions project funded by the EU Framework Programme for Research and Innovation Horizon 2020. This document contains information on MOBIDATALAB's core activities, findings, and outcomes. The content of this publication is the sole responsibility of the MOBIDATALAB consortium and cannot be considered to reflect the views of the European Commission.

## 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	22/02/2023	F6S	ToC	
0.1	01/03/2023	F6S	Executive Summary	Draft 1
0.2	09/12/2023	F6S, POLIS, AKKODIS, HOVE, HERE	Content Update	Draft 1
0.3	16/01/2024	F6S	Summary of Events	First Version
0.4	17/01/2024	AETHON, CNR	Whole Document	Internal Review
0.5	19/01/2024	F6S	Content Update	Addressing Comments
0.6	22-23/01/2024	F6S, AKKODIS	Whole Document	TL + Coordinator QC
<b>1.0</b>	26/01/2024	AKKODIS	Whole Document	Submission of Final Version

## Executive Summary

This document corresponds to Deliverable 6.4 Reporting on MobiDataLab Events #3 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 January 2023 and January 2024. This deliverable documents 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. Between M24 and M36, the project has attended **20 external events** and held a presentation in **14 relevant events**, and all activities are summarised in this report.

Related project milestones have been achieved in the process, described as follows:

**Milestone 15 (MS15):** Events co-organised by MobiDataLab. Means of verification: MobiDataLab successfully co-organised events demonstrating active engagement in disseminating project activities. The verification process included tracking the planned events co-organised by the project and has been monitored via the deliverable D6.2.

**Milestone 17 (MS17):** Events co-organised by MobiDataLab v2. Means of verification: Planned events were a pivotal aspect of the project's outreach efforts. The accomplishment of this milestone was monitored through Deliverable D6.3, ensuring that the planned events not only took place but also yielded positive outcomes, attracting a substantial number of participants.

**Milestone 19 (MS19)** Final Conference. Means of verification: The peak of MobiDataLab's project activities, the Final Conference, fulfilled as the project's ultimate event. The means of verification involved assessing the success of the conference, considering factors such as attendance, positive outcomes, and the overall impact on the project's objectives which has been monitored this deliverable D6.4.

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## | Abbreviations and Acronyms

Abbreviation	Meaning
D	Deliverable
EU	European Union
KPI	Key Performance Indicator
LL	Living Lab
WP	Work Package

# 1. Introduction

## 1.1. Project Overview

There was an explosion of mobility services and data sharing in recent years. Building on this, the EU-funded MobiDataLab project worked to foster the sharing of data amongst transport authorities, operators, and other mobility stakeholders in Europe. MobiDataLab developed knowledge as well as a cloud solution aimed at easing the sharing of data. Specifically, the project was based on a continuous co-development of knowledge and technical solutions. It collected and analysed the advice and recommendations of experts and supported cities, regions, clusters, and associations. These actions were assisted by the incremental construction of a cross-thematic knowledge base and a cloud-based service platform, which improved 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 January 2023 (M24) and January 2024 (M36). 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) were responsible for the organisation and/or co-organisation of MobiDataLab’s internal events.

It is important to note that this marks the conclusion of three Deliverables, each serving the purpose of reporting on MobiDataLab’s events. Deliverable D6.2, titled “Report on MobiDataLab events #1,” documented all events held between February 2021 and January 2022. Subsequently, Deliverable D6.3, “Report on MobiDataLab events #2,” provided a comprehensive list of events spanning from February 2022 to January 2023. Finally, this current Deliverable, D6.4, titled “Report on MobiDataLab events #3,” encompasses all events held from January 2023 to January 2024.



## 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). Subsequently, it provides a comprehensive account of each internal event coordinated or co-coordinated by MobiDataLab and external events in which partners were involved, either through speaker participation or booth slots, spanning the period from January 2023 to January 2024.

Deliverable D6.4 incorporates information from D6.1 (Dissemination plan), D6.2 ('Reporting on MobiDataLab events #1'), and D6.3 ('Reporting on MobiDataLab events #2'). It then produces outcomes for D6.7 ('Project cooperation activities report #2').

## 2. 2023 MobiDataLab Events

### 2.1. Rationale as included in the Dissemination Plan

As planned by Deliverable 6.1<sup>1</sup>, the MobiDataLab project aimed to organise its own online and face-to-face dissemination events and took advantage of other established events, including those organised by partner networks, beyond the events organised within the scope of the virtual and living labs of WP5. Dissemination opportunities were also sought in other relevant events, including those targeted at transport practitioners, researchers, policymakers, and the start-up community, among others.

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

According to the events' rationale as included in Deliverable 6.1 Dissemination Plan (May 2021, M4), the project considered 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, 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.

The project's website features concise videos and blog posts showcasing key moments, short testimonials, or event recaps organised by the project partners or their network. Moreover, all events are listed on the project's website either as [“upcoming”](#) (if still to be held) or [“archived”](#) (once completed).

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

## 2.2. Internal and Partner Events

Internal project events were organised and hosted by partners of the MobiDataLab project, typically focusing on the progress and objectives of the project itself. These events brought together project partners and other stakeholders, facilitating discussions and information sharing about the project's activities and results. They also aimed to collect feedback on project outputs and plan for future activities, developing strategies for the project's continued success.

Partner events were organised by one or more project partners, not necessarily directly linked to the project but potentially involving relevant external stakeholders such as policymakers, industry representatives, and research organisations, along with potential future adopters of project technologies. These events provided opportunities to showcase the results and achievements of the project, engage with stakeholders, and build partnerships for future projects and potential business collaborations.

Collectively, partner and internal project events played a crucial role in the successful implementation and management of MobiDataLab stakeholders, enabling them to stay informed and connected. These events facilitated effective collaboration to achieve the project's goals.

F6S, as leader of Task 6.3 “Promoting MobiDataLab activities through events” organised both online and face-to-face dissemination events. Additionally, it was required to leverage opportunities presented by other established events, including those organised by partner networks.

### 2.2.1. *MobiDataLab Webinar #3*

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.

Having conducted its first webinar in November 2021 and following up with a second one exactly a year later in November 2022, the project delivered its final set to culminate this series in March 2023. As part of the project's commitment to transparency and knowledge dissemination, an additional webinar is planned for the end of February 2024. This upcoming session will comprehensively showcase and discuss the outcomes and lasting impact of the project, engaging stakeholders and fostering a broader understanding of its contributions.

The webinar on “**Exploring New Frontiers of Data Sharing: MobiDataLab Living and Virtual Labs**” was organised under the Task 6.3 led by the partner F6S, and it aimed to introduce to future participants the MobiDataLab Living and Virtual Lab, giving an overview of the three events' timeline, objectives, and scope, that took place during 2023.

The MobiDataLab team prepared three events aimed at demonstrating the potential uses of shared mobility data beyond their original purpose, serving as input into the measurement of the data-sharing culture. The first event was the Datathon, where participants were invited to retrieve and utilise the data stored in MobiDataLab's cloud to discover new uses and gain additional insights, particularly in fusion with other datasets. This was followed by a Hackathon, which aimed to generate usable technology based on the data and tools available in the MobiDataLab cloud.

Finally, the Cogadon allowed participants to utilise and validate the full range of MobiDataLab's technological artefacts' functionalities through a three-week-long event.



Figure 1. Screenshot from Exploring New Frontiers of Data Sharing: MobiDataLab Living and Virtual Labs Webinar (1)



Figure 2. Screenshot from Exploring New Frontiers of Data Sharing: MobiDataLab Living and Virtual Labs Webinar (2)

MobiDataLab 3 <sup>rd</sup> Webinar Key Information	
Date	March 22 <sup>nd</sup> , 2023, at 14:00 CET
Location	Online, Zoom Platform
Registration Link	<a href="#">F6S Platform</a>
Facilitators	Danijel PAVLICA (Moderator; F6S), Mirana KHANOM (F6S)
Key Speakers	Thierry CHEVALLIER (AKKODIS) Danijel PAVLICA (F6S) Anna KONTINI (AETHON) Johannes LAUER (HERE)
Estimated Audience Size	48
Newsitem	<a href="#">MobiDataLab Website</a>

### 2.2.1. MobiDataLab Datathon

HERE Technologies organised the **MobiDataLab Datathon** from May 15 to 16, 2023, supporting the enablement of mobility data sharing and usage. The Datathon aimed to improve the findability, accessibility, interoperability, and reusability of mobility data.

Before Datathon, a pre-event took place in November 2022 as a preliminary test for the larger event. The Pre-Datathon was organised by HERE with the “Technische Hochschule Würzburg-Schweinfurt” (THWS).

The Datathon, the first event within MobiDataLab's Living & Virtual labs, attracted about 70 participants from EU Member States and H2020 Associated Countries. Eleven solutions were submitted, and the winning solution, 'an environmental approach to disability data' by the Global Fusion Team, stood out.



*Figure 3. Photo of MobiDataLab Datathon*



*Figure 4. Photo of MobiDataLab Datathon Review Committee Scoring Solutions*



*Figure 5. MobiDataLab Datathon Winners – The Global Fusion Squad*

The most chosen challenges were Leuven #1 on multimodal travel accessibility and Milan #3 on published data quality. Insightful solutions used open streets maps of the city of Leuven, data on road incidents and road injuries, or shared cars' location in Milan, addressing specific aspects with explained data choices and defined improvement goals and performance indicators. Eleven solutions were submitted by the end of the second day.

To get the sense of all these exciting proposals, the MobiDataLab partners had gathered a highly qualified jury, made up of mobility experts and data specialists, from France, the Netherlands, Germany, and Belgium.

Global Fusion Team, a diverse group formed organically on-site, approached the lack of disability-related data from an environmental perspective. Utilising datasets from the City of Milan, they creatively addressed gaps in understanding the experiences of individuals with disabilities in using mobility solutions. The analysis covered neighbourhood demographics, transportation and pedestrian pathway usage, and social services by area.

The MobiDataLab Datathon successfully achieved its objectives, fostering innovation in mobility data analytics and services. The winning solution exemplifies the importance of people-centric urban design for sustainable and inclusive mobility.

A detailed account of the Datathon can be read in Deliverable D5.5 – Reporting on Living Labs.

MobiDataLab Datathon	
Date	May 15-16 <sup>th</sup> , 2023
Location	Berlin, GERMANY
Registration Link	<a href="#">F6S Platform</a>
Facilitators	Johannes LAUER (HERE)
Key Speakers	Thierry CHEVALLIER (AKKODIS) Danijel PAVLICA (F6S) Laura BABIO SOMOZA (POLIS) Anna KONTINI (AETHON)
Estimated Audience Size	70
Newsitem	<a href="#">MobiDataLab Website</a>

### 2.2.2. *MobiDataLab Hackathon*

Hosted in Paris on 15-16 September 2023, the **MobiDataLab Hackathon** brought together 21 mobility enthusiasts and data experts from 19 countries. The event, held at the Makesense co-working space in Paris' 11th district, was a collaborative space for participants to address mobility challenges faced by cities like Eindhoven (NL), Leuven (BE), Milan (IT), and Paris (FR).

The Hackathon kicked off with a warm welcome, introducing participants to the MobiDataLab project's purpose and outlining the objectives for the upcoming 24 hours. City representatives presented their local challenges, and MobiDataLab tools, including datasets and data exploitation services, were showcased. Participants were provided with clear engagement rules, submission guidelines, evaluation criteria, and a reminder of the enticing prizes up for grabs.

Over the next 24 hours, teams researched and developed innovative solutions, addressing issues such as taxi-customer connections, optimal locations for multimodal transport hubs, congestion around events, and novel walking strategies. Collaborative efforts led to the submission of 11 proposals.

The three-minute pitches provided a brief yet insightful overview of each solution.



The ceremony that followed acknowledged outstanding contributions, with Opti-driver winning the third prize, Global Fusion Squad securing the second prize, and Artificient Mobility Intelligence winning the first prize.

The event concluded with networking to celebrate another successful collaborative milestone achieved by the project.



Figure 6. MobiDataLab Hackathon introduction by HOVE



Figure 7. Artificient team working during the MobiDataLab Hackathon



Figure 8. Winners of the MobiDataLab Hackathon



Figure 9. Final Group Photo at the MobiDataLab Hackathon

A detailed account of the Hackathon can be read in Deliverable D5.5 – Reporting on Living Labs.

MobiDataLab Hackathon	
Date	September 15-16 <sup>th</sup> , 2023
Location	Paris, FRANCE
Registration Link	<a href="#">F6S Platform</a>
Facilitators	Benjamin PLOT (HOVE)
Key Speakers	Thierry CHEVALLIER (AKKODIS) Danijel PAVLICA (F6S) Manon COYNE (POLIS) Anna KONTINI (AETHON)
Estimated Audience Size	56
Newsitem	<a href="#">MobiDataLab Website</a>

### 2.2.3. *MobiDataLab Codagon*

The **MobiDataLab Codagon**, which took place online from November 6 to November 24 2023 and physically in Leuven on November 27 2023, provided participants with the opportunity to address specific mobility challenges faced by the cities of Paris, Milan, Leuven, and Eindhoven.

These challenges were identified through collaboration with the cities, focusing on issues related to mobility services, transport usage, demography, urban organization, infrastructure, and topography. The cities provided valuable datasets to help participants develop relevant solutions.

During the Codagon, participants had access to a detailed description of these challenges in the MobiDataLab Virtual Lab, with a specific focus on the challenges presented during the Hackathon. Additionally, MobiDataLab collaborated with the UPPER Horizon Europe Project to define an exclusive challenge focused on Public Transport and urban mobility policies evaluation. This collaboration aimed to revolutionise public transport and strengthen its role in sustainable mobility and innovation.

The event offered prizes for participants, including 5000 euros for the Codagon Winner, 2000 euros for the second place, and 1000 euros for the third place. These prizes were distributed among all the submitted solutions to the city challenges. Another special prize of 1000 euros was awarded to the UPPER challenge winner, and solutions submitted to the UPPER challenge competed for this specific prize instead of the city challenges prizes.

The Codagon extended over three weeks, providing participants with the flexibility to work and code at their own pace during the online phase.

The event included engaging panel discussions with domain experts, technical assistance webinars, live Q&A sessions with city representatives, and pitching opportunity for participants to showcase their solutions and compete for prizes in Leuven and online. The Codagon concluded with an onsite award ceremony at KU Leuven, where finalists had the chance to pitch their solutions to cities, taking the first step toward real-world implementation.



Throughout the event, participants had networking opportunities with domain experts and city representatives, building valuable relationships that could fuel their innovation journey beyond Codagon. Participants had the opportunity to gain recognition and win exciting rewards, acknowledging their dedication and creativity in addressing urban mobility challenges.



Figure 10. Codagon Upper Prize Winner



Figure 11. Codagon 3rd Prize Winner



Figure 12. Codagon 2nd Prize Winner



Figure 13. Codagon 1st Prize Winner

A detailed account of the Codagon can be read in Deliverable D5.5 – Reporting on Living Labs.

MobiDataLab Codagon	
Date	November 6-24 <sup>th</sup> , 2023
Location	Online and Leuven, BELGIUM (27 <sup>th</sup> November)
Registration Link	<a href="#">F6S Platform</a>
Facilitators	Anna KONTINI (AETHON)
Key Speakers	Thierry CHEVALLIER (AKKODIS) Danijel PAVLICA (F6S)
Estimated Audience Size	78
Newsitem	<a href="#">MobiDataLab Website</a>

### 2.2.4. *MobiDataLab Final Conference*

The **MobiDataLab Conference**, marking the culmination of the project's impactful journey, stood as a pivotal milestone in fostering a shared data culture within the European mobility sector. The conference was an opportunity for MobiDataLab to showcase the outcomes of its extensive three-year effort in connecting with various facets of the mobility data ecosystem, developing innovative tools, and promoting their use.

The event kicked off by recognising the significant contributions made in fostering a collaborative data-sharing culture within the mobility sector. From initial contacts to tool development, the project played a vital role in shaping this culture. Presentations emphasised MobiDataLab's broader impact, aligning with EU strategies, addressing urban mobility challenges, and supporting parallel initiatives like NAPCORE and DATA4PT.

MobiDataLab's knowledge initiatives included a robust knowledge base and a Transport Cloud prototype showcasing services across the mobility data spectrum. By promoting data-sharing culture, the project successfully connected diverse stakeholders through living labs. The conference concluded by showcasing the winning solutions from the Datathon, Hackathon, and Codagon, celebrating the collaborative efforts of the MobiDataLab community.

The event highlighted the collective commitment required for comprehensive and sustainable solutions in mobility data sharing. The MobiDataLab journey, from addressing challenges to fostering collaborations, marked a crucial milestone in shaping the future of data-sharing practices in the European mobility sector.



Figure 14. Photo of Project coordinator Thierry CHEVALLIER presenting at the MobiDataLab Final Conference



Figure 15. Photo of Panel Discussion at the MobiDataLab Final Conference



Figure 16. Photo of Attendees at the MobiDataLab Final Conference



Figure 17. Photo of F6S Host Danijel PAVLICA at the MobiDataLab Final Conference



Figure 18. Networking at the MobiDataLab Final Conference

MobiDataLab Final Conference	
Date	November 28 <sup>th</sup> , 2023
Location	Leuven, BELGIUM
Registration Link	<a href="#">F6S Platform</a>
Facilitators	Danijel PAVLICA (Moderator; F6S), Mirana KHANOM (F6S)
Key Speakers	Kristof ALMASY (DG CNECT) Thiago TAVARES (CINEA) Thierry CHEVALLIER/ Renee OBREGON GONZALEZ (AKKODIS) Danijel PAVLICA (F6S) Anna KONTINI (AETHON) Johannes LAUER (HERE) Alberto BLANCO-JUSTICIA (URV) Laura BABIO SOMOZA (POLIS) Niels WIERSMA (GEMEENTE EINDHOVEN) Tu-Tho THAI (ITxPT) Charlotte DUCUING (KUL) Benjamin PLOT (HOVE)
Estimated Audience Size	48
Newsitem	<a href="#">MobiDataLab Website</a>

## 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. *Preparatory action for a common European mobility data space Workshop*

The project PrepDSpace4Mobility aimed to contribute to the development of the common European mobility data space by supporting the creation of a technical infrastructure that facilitated easy, cross-border access to key data for both passengers and freight. Given the enormous potential of data and digital technologies, the project was expected to have had a positive impact on European competitiveness, society, and the environment.

Event Type	Workshop
Date and Location	31/01/2023; Online
Partner(s) Present	AKKODIS
Partners' Contribution	Presentation
Audience Type	Mobility data researchers, Academic, Industry
Estimated Audience Size	100
Event Link/Website	<a href="#">Preparatory action for a common European mobility data space Workshop</a>

### 2.3.2. *Results from Road Transport Research (RTR) Conference*

With presentations from 50+ EU-funded projects and lively discussions with the audience, the conference aimed to have delivered a holistic view of how the European research scene was moving forward in the fields of Green Vehicles, Urban Mobility, Logistics, Intelligent Transport Systems, Safety, Automated Road Transport, etc., bringing benefits to the environment, economy, and European society overall.

Event Type	Conference
Date and Location	14/02/2023; Brussels, BELGIUM
Partner(s) Present	AKKODIS
Partners' Contribution	Presentation
Audience Type	Policymakers, Transport Researchers, EU-funded research projects, General public
Estimated Audience Size	400
Event Link/Website	<a href="#">RTR Conference</a>



The annual RTR Conference serves as a platform for disseminating research findings and maximising the exploitation of project results. The conference emphasised the importance of considering societal and regulatory dimensions from the project's inception for successful deployment. It urged building on past success stories through innovation within the context of a long-term programme. The need for increased agility, a focus on future skills and education, especially in Artificial Intelligence and data management in road transport, was highlighted. The keyword for this conference was "SYNERGIES," emphasising the importance of collaborations and partnerships, both among projects and with other EU programmes, to address gaps and contribute to the implementation of EU strategies for future mobility, job markets, and the competitiveness of European industries.



Figure 19. Screenshot of Results from Road Transport Research (RTR) Conference 2023

### 2.3.3. FOSSGIS 2023 Conference

The FOSSGIS conference was the leading conference in the DA-CH region for free and open-source software for geoinformation systems, as well as for the topics of open data and OpenStreetMap.

The aim of the annual conference was to disseminate free and open-source software for geographic information systems and open data. Users and developers met to discuss applications, work, and further development options, as well as the latest developments in this area.

The discussions encompassed topics such as web mapping, geodata infrastructures, geodata management, geoprocessing, geodata analysis and modelling, desktop GIS, and free geodata, such as OpenStreetMap.

Event Type	Conference
Date and Location	15/03/2023–18/03/2023; BERLIN
Partner(s) Present	HERE
Partners' Contribution	Presentation
Audience Type	Policymakers, industry, research and academic community, general public, press, associations, startups
Estimated Audience Size	700
Event Link/Website	<a href="#">FOSSGIS 2023 Conference</a>

### 2.3.4. ITS EU Congress 2023

ERTICO – ITS Europe, in collaboration with Lisboa Câmara Municipal, proudly hosted the 15th [ITS European Congress in Lisbon](#), Portugal, from May 22 to May 24, 2023, at the Lisbon Congress Centre. Being part of Europe's entrepreneurial and innovative ecosystem, Lisbon enjoyed global recognition as a welcoming destination. This, combined with ERTICO's mission and work on promoting and developing smart mobility services, promised a fantastic program featuring innovative live demos and an overall great experience.

Highlights and key moments from the event can be viewed in this [video](#).

Event Type	Congress
Date and Location	22/05/2023–24/05/2023; Lisbon, PORTUGAL
Partner(s) Present	AKKODIS, POLIS, ICOOR, AETHON
Partners' Contribution	Presentation, Paper, Speaker during session
Audience Type	Policymakers, industry, research and academic community, general public, press, associations, startups
Estimated Audience Size	50
Event Link/Website	<a href="#">ITS Congress 2023</a>

### 2.3.5. GTFS Components Discussion

MobilityData conducted a public online discussion focusing on GTFS-Components on May 31st, 2023. The session featured presentations by two esteemed members of the MobilityData team: Isabelle de Robert, who serves as the Product Manager for Public Transit, and Elias Gino Cripotos, fulfilling the role of Community Manager for Transit Specifications.

During the event, brilliant minds, industry experts, and passionate community members convened to explore GTFS Components. The participation went beyond a mere discussion; it was a collaborative opportunity for stakeholders to actively influence the trajectory of GTFS Components.

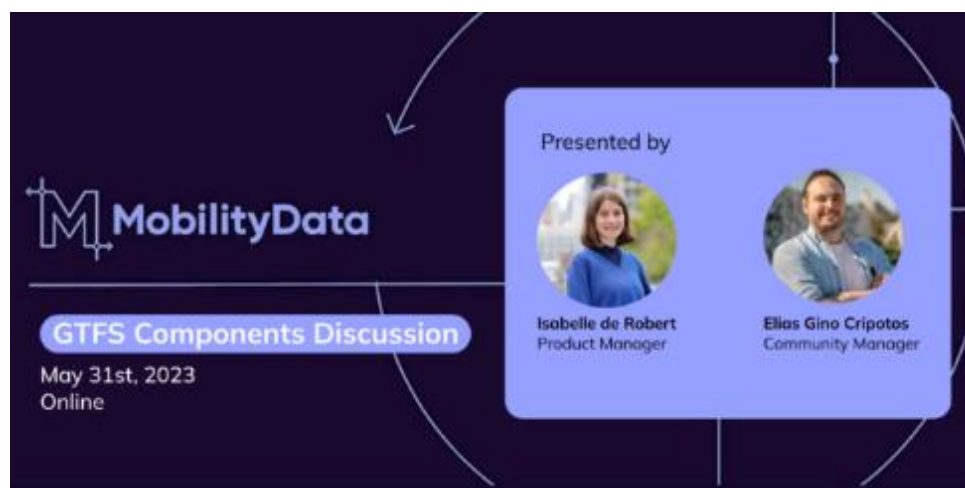


Figure 20. Screenshot of GTFS Components Discussion from MobilityData website

Event Type	Discussion
Date and Location	31/05/2023; Online
Partner(s) Present	AKKODIS
Partners' Contribution	Attendance
Audience Type	Policymakers, industry, research and academic community, general public, press, associations, startups
Estimated Audience Size	50
Event Link/Website	<a href="#">GTFS Components Discussion</a>

### 2.3.6. FOSS4G 2023

FOSS4G 2023, the annual event organised by the Open-Source Geospatial Foundation (OSGeo) since 2006, marked one of the largest and most significant global gatherings dedicated to geospatial software.

This event, which HERE actively participated in, provided an invaluable platform for the exchange of knowledge, innovations, and insights within the open-source geospatial community. MobiDataLab was presented at FOSS4G, along with upcoming activities such as; the Hackathon and the Codagon and we emphasised our commitment to staying abreast of the latest developments and fostering collaboration within the evolving landscape of geospatial software.





Figure 21. Johannes Lauer at the FOSS4G Event

Event Type	Global Event
Date and Location	26/06/2023-02/07/2023; Prizren, Kosovo
Partner(s) Present	HERE
Partners' Contribution	Presentation
Audience Type	Open Source, Research, GIS community
Estimated Audience Size	50
Event Link/Website	<a href="#">FOSS4G 2023</a>

### 2.3.7. PrepDSpace4Mobility: Second Public Stakeholder Forum

AKKODIS had the privilege of joining the second Public Stakeholder Forum held on June 27, 2023. During this event, we gained an initial insight into the preliminary results of the data gaps and overlaps analysis and explored potential building blocks for the future European Mobility Data Space (EMDS).

The forum delved into various technologies and standards for fair and transparent data sharing, discussing their benefits and drawbacks.



Figure 22. Screenshot of PrepDSpace4Mobility: Second Public Stakeholder Form event on Eventbrite

MobiDataLab's participation in this forum was open to a diverse audience, including transport authorities and agencies, transport and mobility technology providers and users, data logistics service providers, urban mobility planners, and data enthusiasts.

	Forum
Date and Location	27/06/2023; Online
Partner(s) Present	AKKODIS
Partners' Contribution	Attendance
Audience Type	Policymakers, industry, research and academic community, general public, press, associations, startups
Estimated Audience Size	50
Event Link/Website	<a href="#">PrepDSpace4Mobility: Second Public Stakeholder Forum</a>

### 2.3.8. GTFS-Flex: Service Discovery - Conceptual Working Meeting

During our attendance at this conceptual working meeting delivered by Mobility Data, the objective was to bring together key stakeholders who could potentially be significantly affected by this proposal, along with those who were keenly interested in understanding the trajectory GTFS-Flex was taking.

Drawing inspiration from the approach of GTFS-Fares v2, MobilityData presented an incremental strategy for GTFS-Flex. The initial component, named Service Discovery, was designed to address the foundational challenge of discoverability in demand-responsive transportation.

Event Type	Meeting
Date and Location	28/06/2023; Online
Partner(s) Present	AKKODIS
Partners' Contribution	Attendance
Audience Type	Policymakers, industry, research and academic community, general public, press, associations, startups
Estimated Audience Size	50
Event Link/Website	<a href="#">GTFS-Flex: Service Discovery</a>

### 2.3.9. EIT Urban Mobility: Mobility Talks – Episode 20

During the participation by KU Leuven at this online event, the focus was on the imperative of a smart sharing of mobility data to drive the digital and green transformation of the transport sector in Europe. The establishment of a common European Mobility Data Space (EMDS) aimed to foster a unified market for mobility data, promoting secure and controlled information sharing across Europe.

In this particular episode of Mobility Talks, distinguished speakers from the data and mobility sector engaged in a comprehensive discussion on the strategic and practical significance of a common European mobility data space for the transport sector. The event delved into the conclusions drawn from the PrepDSpace4Mobility project, which laid the foundation for the future EMDS, initiating a discourse on the potential impact of deploying an EMDS based on the project's findings. This encompassed identified and engaged data ecosystems, along with the fundamental building blocks of the EMDS. Moreover, the speakers delved into crucial aspects of the policy underpinning the ambition of a European mobility data space.

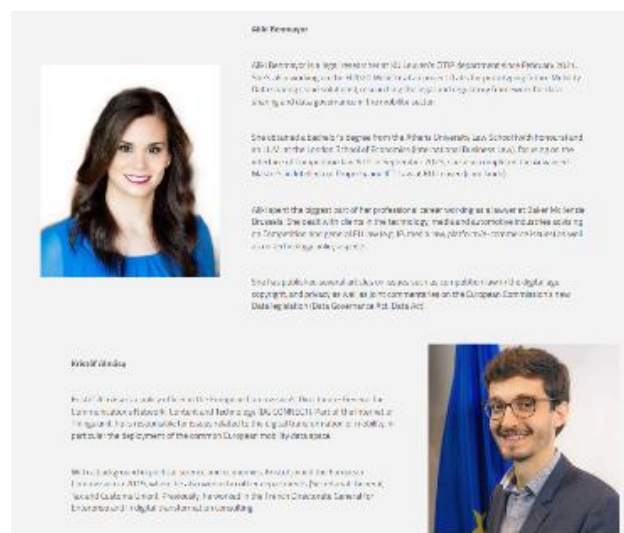


Figure 23. Speakers at the Mobility Talks Online Event from EIT Urban Mobility website

<b>Event Type</b>	Online Event
<b>Date and Location</b>	05/07/2023; Online
<b>Partner(s) Present</b>	KU LEUVEN
<b>Partners' Contribution</b>	Presentation
<b>Audience Type</b>	Policymakers, industry, research and academic community, general public, press, associations, startups
<b>Estimated Audience Size</b>	50
<b>Event Link/Website</b>	<a href="#">EIT Urban Mobility: Mobility Talks – Episode 20</a>

### 2.3.10. MobilityData 2023 European Event

AKKODIS actively participated in and networked during this two-day event dedicated exclusively to exploring mobility through the lens of data. Designed for mobility data enthusiasts actively involved in data standardisation, this workshop, held in the city of Valencia, Spain, on September 5th and 6th 2023, provided a unique opportunity to exchange insights and leverage the full potential of our collective expertise.

Our active participation in this workshop allowed us not only to solve specific challenges but also to network and engage in crucial discussions within the mobility data community.

<b>Event Type</b>	2 Day Event
<b>Date and Location</b>	05/09/2023 – 06/09/2023; Valencia, SPAIN
<b>Partner(s) Present</b>	AKKODIS
<b>Partners' Contribution</b>	Networking
<b>Audience Type</b>	Policymakers, industry, research and academic community, general public, press, associations, startups
<b>Estimated Audience Size</b>	50
<b>Event Link/Website</b>	<a href="#">MobilityData 2023 European Event</a>

### 2.3.11. ITADATA 2023

The Italian Conference on Big Data and Data Science (ITADATA2023), in its second edition, was the annual event supported by the CINI Big Data National Laboratory.

The conference aimed to bring together Italian researchers and professionals from academia, industry, government, and public administration who were actively engaged in the field of big data and data science, as well as related areas such as security and privacy, HPC, and Cloud.

CNR actively participated in and presented the MobiDataLab project at ITADATA2023, contributing to discussions on shaping the future of Big Data and Data Science in Italy and internationally.

The conference focused on addressing the challenges of the multidisciplinary, complex, heterogeneous, and data-centric environment in modern distributed systems.

<b>Event Type</b>	Conference
<b>Date and Location</b>	11/09/2023-13/09/2023; Naples, ITALY
<b>Partner(s) Present</b>	CNR
<b>Partners' Contribution</b>	Presentation
<b>Audience Type</b>	Italian researchers and professionals from academia, industry, government, and public administration working in the field of big data and data science, as well as related fields (e.g., security and privacy, HPC, Cloud).
<b>Estimated Audience Size</b>	100
<b>Event Link/Website</b>	<a href="#">ITADATA 2023</a>

### 2.3.12. GeoJSON in GTFS? - From Discussion to Reality

AKKODIS actively engaged with and delved into MobilityData's research findings on the incorporation of GeoJSON in GTFS during our attendance. Our aim was to translate the outcomes of our discussions into actionable measures, turning conceptual insights into practical reality. By aligning our efforts with MobilityData's valuable research, we sought to implement meaningful changes and advancements in the application of GeoJSON within the GTFS framework.

<b>Event Type</b>	Online Event
<b>Date and Location</b>	27/09/2023; Online
<b>Partner(s) Present</b>	AKKODIS
<b>Partners' Contribution</b>	Networking
<b>Audience Type</b>	Policymakers, industry, research and academic community, general public, press, associations, startups
<b>Estimated Audience Size</b>	50
<b>Event Link/Website</b>	<a href="#">GeoJSON in GTFS Online Event</a>

### 2.3.13. World Passenger Festival 2023

AKKODIS actively participated as a Speaker and presented MobiDataLab at the [World Passenger Festival](#), an annual conference and exhibition tailored for the leaders of the world's rail, bus, and urban mobility providers, as well as transport authorities and governing bodies responsible for corporate strategy, commercial growth, digital transformation, and customer-facing services.

The event, bringing together over 3,000 transport leaders worldwide, served as a pivotal platform to focus on the evolution of passenger transport and mobility. MobiDataLab's engagement specifically highlighted key areas such as customer experience, ticketing and payments, marketing, distribution, and digital transformation.



Figure 24. Photo of Thierry CHEVALLIER in attendance at the world Passenger Festival

Event Type	Conference and Exhibition
Date and Location	04/10/2023-05/10/2023; Vienna, AUSTRIA
Partner(s) Present	AKKODIS
Partners' Contribution	Presentation/ Speaker
Audience Type	Transport leaders from around the world who are focused on the transformation of passenger transport and mobility.
Estimated Audience Size	3000
Event Link/Website	<a href="#">World Passenger Festival 2023</a>

### 2.3.14. NexusForum2023

F6S participated in NexusForum2023, which took place in Brussels on 5th and 6th October 2023. This event was unique space to explore new and impactful technological collaborations between the European research and industry ecosystems.

The forum facilitated discussions and interactions between the European Alliance for Industrial Data, Edge, and Cloud, EU companies and Members States involved in the IPCEI on Cloud Infrastructure & Services, and the community of research and innovation projects developed under the Horizon Europe programme. F6S participated in the event, benefiting from valuable networking opportunities that fostered collaboration and synergies.



Event Type	Event
Date and Location	05/10/2023-06/10/2023; Brussels, BELGIUM
Partner(s) Present	F6S
Partners' Contribution	Networking
Audience Type	Industry representatives, Cloud, Community, Researchers and Policymakers
Estimated Audience Size	100
Event Link/Website	<a href="#">NexusForum2023</a>

### 2.3.15. EARPA FORM Forum

ICOOR actively participated in the European Automotive Research Partners Association (EARPA) FORM Forum and presented the MobiDataLab project and 5GMETA, which took place in Brussels from the 17th to the 18th of October 2023. The forum brought together stakeholders from industry, academia, and government to share knowledge and ideas, focusing on the theme "Transitioning Road Mobility - towards resilience and circularity in a digital world."

The event aimed to provide the next generation with innovative automotive solutions and acted as a powerful motivator for the continued growth of the automotive industry and its contributors.

Event Type	Event - Forum
Date and Location	17/10/2023-18/10/2023; Brussels, BELGIUM
Partner(s) Present	ICOOR
Partners' Contribution	Presentation
Audience Type	Mobility data researchers academic, industrial
Estimated Audience Size	50
Event Link/Website	<a href="#">EARPA FORM Forum</a>

### 2.3.16. MaaS Global Conference

POLIS participated as a supporting partner in Global Mass Transit's second conference on 'Mobility-as-a-Service (MaaS) Europe,' held from October 19-20-2023, in Amsterdam. The conference aimed to explore the experiences in the deployment of MaaS solutions, providing insights into the perspectives of public transport authorities (PTAs) and public transport operators (PTOs) on MaaS, discussing its benefits and challenges, exploring emerging trends, recent developments, new technologies, and proposing business and service models for the future of MaaS in Europe.

Laura Babío, from the POLIS team, contributed as a speaker. The conference brought together a diverse group of participants and these stakeholders shared their perspectives, lessons learned from previous projects, and potential solutions during the event.



Figure 25. Screenshot of MaaS Global Conference from MaaS Alliance website

Event Type	Conference
Date and Location	19/10/2023-20/10/2023; Amsterdam, NETHERLANDS
Partner(s) Present	POLIS
Partners' Contribution	Presentation/ Speaker
Audience Type	Industry representatives, policy makers
Estimated Audience Size	50
Event Link/Website	<a href="#">MaaS Global Conference</a>

### 2.3.17. State of the Map EU 2023

HERE and HOVE actively participated in and presented the MobiDataLab project at the State of the Map Europe 2023 conference (SotM EU 2023).

The conference was organised by the State of the Map European organising committee in collaboration with the OpenStreetMap Belgium community, which took place on November 10th – 12th in Antwerp, Belgium.

The conference facilitated the exchange of knowledge, experiences, and plans for the development and improvement of OSM among a diverse group of individuals from various disciplines and backgrounds.

Approximately 400 attendees participated in the conference, representing Europe and various parts of the world.

The event was offered as a hybrid, allowing additional participants to join via live stream if they were unable to attend in person.



Event Type	Conference
Date and Location	10/11/2023-12/11/2023; Antwerp, BELGIUM
Partner(s) Present	HERE, HOVE
Partners' Contribution	Presentation
Audience Type	Map making/OSM community, policy makers, industry, research and academic community, transport authorities
Estimated Audience Size	300
Event Link/Website	<a href="#">State of the Map Europe 2023</a>

### 2.3.18. HERE GIS Day 2023

HERE Technologies celebrated GIS Day 2023 with a 2-day event filled with engaging GIS-themed speaker sessions, quizzes, and games. The Geospatial Community of Practice organised this event online on November 14 and 15 2023, featuring an exceptional lineup of GIS-themed sessions presented by renowned internal and external speakers.

The MobiDataLab project was presented at this event, attracting over 970 enthusiastic participants across all sessions.



Figure 26. Screenshot of Speakers at HERE GIS Day 2023 from website

Event Type	2 Day Online Event
Date and Location	14/11/2023-15/11/2023; Online
Partner(s) Present	HERE
Partners' Contribution	Presentation
Audience Type	HERE global event
Estimated Audience Size	500
Event Link/Website	<a href="#">GIS Day 2023</a>

### 2.3.19. Autonomy Mobility World Expo

AKKODIS participated online and presented at the Autonomy Mobility World Expo (AMWE), from November 15 to 16, 2023. This event is the largest annual international gathering focused on sustainable urban mobility solutions, which welcomed 250 exhibitors, 400 speakers, and more than 7,000 participants.

Participants were exposed to state-of-the-art technologies, groundbreaking solutions, and industry trailblazers, encapsulating the essence of the event. The lineup featured top electric vehicle manufacturers and disruptive mobility startups that showcased the latest breakthroughs in autonomous vehicles, sustainable transportation, and smart mobility systems.

<b>Event Type</b>	Event
<b>Date and Location</b>	15-16/11/2023; Online
<b>Partner(s) Present</b>	AKKODIS
<b>Partners' Contribution</b>	Presentation
<b>Audience Type</b>	mobility experts in / Shared Mobility: Public & Private Mobility Operators e-mobility: Vehicles, charging, software & fleets / Mobility Data: AI, Apps & Platforms / AVs: Vehicles, Tech, Services Fleet Managers, Cities, Public Transport Authorities, Operators, Public and Private Mobility Operators
<b>Estimated Audience Size</b>	7000+
<b>Event Link/Website</b>	<a href="#">Autonomy Mobility World Expo</a>

### 2.3.20. IoT Hessen Meetup

IoT Hessen, Frankfurt's IoT meetup, provided an open platform for individuals interested in contributing to the development of the Internet of Things (IoT), whether as active participants, observers, or participant-observers. In this evening event held on November 23, 2023, in Frankfurt, Germany, the group explored the dynamic IoT industry from various perspectives and in diverse formats, including talks, hackathons, discussions, and more.

During this specific event, the MobiDataLab project was presented, contributing valuable insights to the discussions within the IoT Hessen community. The meetup served as a forum for individuals to engage with and contribute to the evolving landscape of the Internet of Things.



Figure 27. Screenshot of IoT Meetup from website

Event Type	Event
Date and Location	23/11/2023; Frankfurt, GERMANY
Partner(s) Present	HERE
Partners' Contribution	Presentation
Audience Type	Industry, research, IoT community
Estimated Audience Size	20
Event Link/Website	<a href="#">IoT Hessen Meetup</a>

## 3. Monitoring Impact

Efficient impact monitoring played a crucial role throughout the MobiDataLab project, showcasing the value and effectiveness of various activities undertaken. The comprehensive monitoring approach not only demonstrated the project's accomplishments but also acted as a key mechanism for verifying the realization of goals and objectives. By actively identifying challenges and obstacles, the project team successfully navigated potential hurdles, ensuring the desired impacts were achieved. This ongoing process was instrumental in contributing to the overall success and effectiveness of the project, which has now reached its conclusion.

### 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
<b>Number of the Final Event Attendees</b>	-	-	-	-	50	40
<b>Number of Representations at Events</b>	≥3	7 (100%)	≥3	11 (100%)	≥3	20
<b>Number of Participants in awareness events</b>	≥20	37 (100%)	20–50	60 (100%)	20–50	50

Regarding year 3, partners have been present at more than 10 external events between January 2023 and January 2024 (see section 2.3), either with a speaker or a booth slot. MobiDataLab's 3<sup>rd</sup> Webinar, held on the 22<sup>nd</sup> of March 2023 (see section 2.2.1), attracted a considerable audience. KPIs for year 3 were, thus, achieved. Regarding the impact of these activities, as this was the project's final year, significant strides were evident.

Throughout our involvement in external events, MobiDataLab consistently showcased the tangible outcomes of the project, leaving a lasting impression on industry professionals, stakeholders, and the broader community. By effectively presenting achievements and innovative approaches, MobiDataLab was successfully positioned as a noteworthy project deserving attention and recognition within the mobility data landscape.

The impact of MobiDataLab extended beyond mere visibility. The carefully curated MobiDataLab Webinars served as engaging platforms, fostering meaningful connections among various stakeholders. These webinars not only facilitated knowledge exchange but also brought together key actors involved in the project, creating a collaborative environment.

As a result, the project's activities resonated across a diverse audience, enhancing the overall outreach and influence of MobiDataLab within the mobility and data sectors.

### 3.2. Foreseen Events for 2024

The only external event expected for 2024, is the Transport Research Arena (TRA) conference.

This conference has been identified as particularly relevant for AETHON's participation to showcase the project and the MobiDataLab Methodology paper on 'Planning and Executing Mobility Data Labs: Fostering Collaboration, Data Sharing, and Innovation' and share comprehensive insights into the project outcomes.

*Table 2. Planned Event Attendance for 2024*

Event Name	Date and Location	Event Description	MobiDataLab's Possible Contribution
<b>TRA Conference</b>	15–18/04/2024 Dublin, IRELAND	In 2024, TRA takes place in Dublin, Ireland from the 15th – 18th of April. Transport Research Arena (TRA) is the foremost European transport event that covers all transport modes and all aspects of mobility. TRA offers a great venue for researchers, policy makers, and industry representatives to get together and contribute to the discussion on how research and innovation can reshape the transport and mobility system. The conference provides a unique opportunity to hear about mobility trends in different parts of Europe, learn from achievements in the industry, as well as share best practices of policies and deployments.	To present the MobiDataLab Methodology paper and project outcomes.

### 3.2.1. *MobiDataLab Webinar #4: Post-Project Activity*

In alignment with partners' commitment to effectively disseminate the outcomes of the project, it has been decided to organise one final webinar, providing an invaluable platform for the broader sharing of project achievements. The webinar is titled "Data-Driven Horizons: MobiDataLab's Final Showcase," and it is scheduled for February 28<sup>th</sup>, 2024. The objective of this webinar is not only to showcase the remarkable outcomes of our project – the Open Knowledge Base, the Transport Cloud Prototype, and our innovative Living and Virtual Labs – but also to inspire and engage stakeholders to utilize these results in the post-project phase.

This webinar is essential for transport authorities, mobility operators, data scientists, policy makers, urban planners, and anyone interested in the future of mobility data sharing and smart transportation solutions. Agenda Highlights:

- Introduction and Project Overview: A brief journey through the MobiDataLab project's vision, objectives, and milestones.
- Open Knowledge Base Presentation: Explore this comprehensive resource that encapsulates a wealth of knowledge on mobility data sharing.
- Transport Cloud Prototype Demonstration: Discover the technical advancements and user benefits of this cutting-edge cloud solution.
- Living and Virtual Labs: Understand the practical applications and user experiences within these dynamic testing environments.
- Interactive Q&A: Engage with the minds behind MobiDataLab and delve deeper into the project's impact and future prospects.

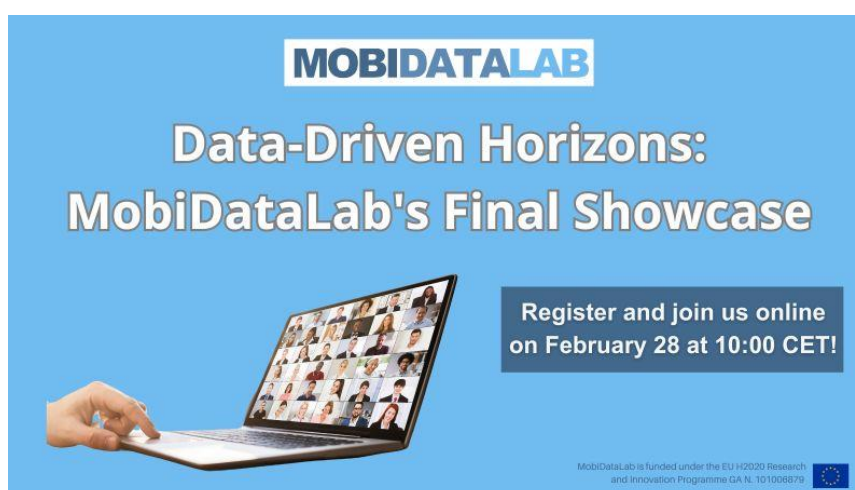


Figure 28. *MobiDataLab 4th Webinar Banner*

Beyond adapting presentations from the Final Conference, project partners also recognise the significance of emphasising the content of D2.2 Recommendations regarding data sharing legal frameworks. This targeted approach aims to enhance the broader impact of the findings, ensuring that key insights and guidelines are effectively communicated to the stakeholders.

## 4. Conclusions

In this Deliverable, all events organised and/or co-organised by MobiDataLab and/or in which partners participated either with a speaker or a booth slot have been identified and listed. The primary objective of this outreach activity was to showcase the project results and engage with MobiDataLab's target audiences, which played a crucial role in the project's dissemination strategy. MobiDataLab organised 3 webinars and attended 20 external events, including several events organised by project partners.

In the concluding year of the project, the events where partners actively participated between January 2023 and January 2024 yielded positive results for MobiDataLab. These events played a crucial role in generating increased awareness of the project, its activities, and goals. By strategically targeting specific audiences, these engagements not only achieved the set KPIs but also contributed to the realisation of anticipated positive impacts.

Moreover, the 3<sup>rd</sup> MobiDataLab Webinar was attended by 48 participants from relevant stakeholders in an interactive session on Exploring New Frontiers of Data Sharing: MobiDataLab Living and Virtual Labs, which provided valuable insights but also played a pivotal role in fostering a community keen on following the project's forthcoming initiatives, including the highly anticipated Hackathon and Codagon.

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 15 (MS15): Events co-organised by MobiDataLab, Milestone 17 (MS17): Events co-organised by MobiDataLab v2 and Milestone 19 (MS19) Final Conference have all been achieved.

Throughout our involvement in external events, MobiDataLab consistently showcased the tangible outcomes of the project, leaving a lasting impression on industry professionals, stakeholders, and the broader community. By effectively presenting achievements and innovative approaches, MobiDataLab was successfully positioned as a noteworthy project deserving attention and recognition within the mobility data landscape.



## | **MobiDataLab Consortium**

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



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<https://www.linkedin.com/company/mobidatalab>

For further information please visit [www.mobidatalab.eu](http://www.mobidatalab.eu)



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