FP7- TRANSPORT (TPT) – 2007- RTD-1: The connected traveler in the city, region and world of tomorrow

WISETRIP: Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

D7.2: WISETRIP Dissemination Package Final

Due date of Deliverable: November 2010
Preparation date of Deliverable: 25/10/2010
Lead beneficiary: Forthnet
Nature: Public
Status: Final

Project Name: Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data
Acronym: WISETRIP
Start date of project: 01/02/2008
Duration: 34 Months
Project no.: 213233

Project funded by the
European Commission under the
Information Society Technologies Programme
of the 7th Framework THEME TPT.2007.4
The connected traveller in the city, region and world of tomorrow
Document Properties

Document Number 213233-WISETRIP-D7.2
Document Title WISETRIP Dissemination Package Final Set
Lead Beneficiary Forthnet
Editor(s) Sonia Cerri (cerri@ataf.fi.it)
Work Package No. 7
Work Package Title Dissemination, Assessment and Exploitation
Nature Deliverable
Preparation Date 25/10/2010
Dissemination Level PU
Revision History Version 1.0: 25/10/2010 (first draft)
Version 1.1: 09/11/2010
Version final: 10/12/2010
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Summary

WISETripp project is a Collaborative project co-financed by EU FP7 programme under Theme TPT.2007.4 “The connected traveller in the city, region and world of tomorrow”. The goal of WISETripp is to develop and validate an innovative mobility service platform, which provides and personalizes multi-modal travel information sourced from connected variant journey planners and is accessible by travelers at any place and time through various mobile or fixed terminals/devices before and during the journey.

The project is taking the reference of the existing independent systems for journey planning that is becoming active subsystems of a ‘global’ journey planner system. A global system could become the point-of-reference for journey planning at a wider scale.

This document is D7.2 - WISETripp Dissemination Package in its final version. After description of the adopted WISETripp project communications, dissemination and promotion strategies, identified target audience, the main channels and approaches for disseminating project objectives and results, the deliverable aims to describe the activities carried out during the whole project duration.
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1. INTRODUCTION

1.1. Background and aim of FP7-WISETRIP Project

With increasing travel demand, it becomes more and more important for travellers to get an easy access to real-time multi-source and multi-modal trip planning service before or on the trip, in order to satisfy their demand for a safer, faster and more cost efficient travel.

The current commercial systems available are providing such services within a city (i.e. local) or at a regional level adequately, but the combination of multi-source and multi-level information (urban level and long distance level) at a wider scale and the formation of dynamic personalized information delivery during the whole trip process (pre-trip and on-trip) has not been addressed.

The main idea reached that led to this proposal, is that existing independent systems for journey planning can become active subsystems of a ‘global’ journey planner system. Based on that, WISETRIP main goal is to develop and validate an innovative mobility service platform, which provides and personalizes multi-modal travel information sourced from connected variant journey planners and is accessible by travellers at any place and time through various mobile or fixed terminals/devices before and during the journey.

Additionally, the interconnected journey planners of WISETRIP could provide valuable information to demand responsive transport (DRT) planning and management systems which has not yet been widely incorporated within journey planners. To be able to integrate DRT with other public transport modes and to be able to plan and control so called travel chains, integrated (and real time) journey planners are needed. Many cities and regions are developing or have developed Multi Modal Web Portals to aid the development of DRT in their areas. It has long been recognized that there is a need for real-time information regarding the availability of all transport solutions in any area. This information must be easily understood and accessible across multi media sites (GSM, GPRS, SMS, Email, Internet, Radio etc). The journey planners could be able to provide real-time schedule data for each bus stop so that DRT services can be linked with the fixed line services. Development of such solutions cannot be done in isolation. It is essential that we develop a common platform for transport information to aid the design of suitable technologies to meet the global market. WISETRIP is approaching this concept of the common platform built on top of participating Journey Planners which can enhance the information available to Demand Responsive Transport planning.

Lastly, with an abundance of data provision (e.g. as provided by semantic grid technologies; pervasive computing environments) one could envisage significant technical advances in pre-trip and en-route information provision, particularly in web-based applications, which in turn would be expected to influence travel behaviour and indeed future decision-making in passenger transport network planning. Activity management could be significantly enhanced via a common interface for a whole range of e-services (including the potential for planning and paying for activities and transport in the same transaction). The supply-side of public transport service provision will be enhanced through improved fleet management and control and the possibilities for enhanced vehicle brokerage applications. WISETRIP aims to deliver a uniform information service drawing on the current and future needs of travellers.

WISETRIP has reached these goals through a number of planned activities, including:

- Architecture Design and Requirement Analysis to investigate the needs of travelers and requirements of system;
- Development of WISETRIP Journey Planner Core System and adaptation of interconnected journey planners;
- Design and development of personalization system;
- Setting the software modules providing WISETRIP services;
Integration of the overall software modules, validation of WISETRIP platform and test of the functionality;
Dissemination at National, European and International level of the WISETRIP utility for travelers that can benefit of personalized and high quality information to plan their trip at any time and anywhere using large connection tools.

Overall, the WISETRIP project was planned for 30 months long in the original proposal and than expanded to 34 months. The project plan includes the following different Workpackages:

- **WP1 Project Management**: This workpackage performs overall project management and coordination, and quality monitoring of the project’s results.

- **WP2 Requirements Analysis and Architecture Design**: This workpackage aims to define the user & system requirements, the framework architecture and data model of the WISETRIP system. The architecture definition needs to follow a cross-module design principle, and is the basis for the system development activities performed in workpackages WP3 to WP5, where detailed design and implementation takes place.

- **WP3 Journey Planner - Core System Development**: This workpackage aims to develop the core WISETRIP Journey Planner, its interfaces with the participating Journey Planners and also implement the necessary adaptation for each Journey planner, either urban or long distance, according to the needs of the WISETRIP core system, the overall architecture and the personalization needs.

- **WP4 Personalisation System Design & Development**: This workpackage aims to develop the decision mechanisms supported by a well defined model of the trip life cycle and a location & preferences based ruled mechanism, for provision of real time or other information to interested users. Such users desire to have personalized view and updates of information according to selected trips or other preferences.

- **WP5 Information Distribution System Design & Development**: This workpackage aims to develop the various software modules that are necessary to visualize the provision of the WISETRIP services to the users at multiple types of devices either fixed or mobile. Work is focused on user interface design, device interoperability and multilingualism management.

- **WP6 Integration, Validation and Demonstration**: This workpackage aims to integrate the software modules developed in WP3-WP5 to validate their interoperability, and execute experiments and trials to qualitatively and quantitatively measure the performance gains of the journey planner platform developed within the Project, in both laboratory and real-life conditions (demonstration). Partners are urged to utilise their a) experts to provide a specialised panel of testers and b) their access means to the public and market to motivate wide use of the WISETRIP demonstration platform.

- **WP7 Dissemination, Assessment and Exploitation**: This workpackage aims to disseminate the project’s news and products, to evaluate the results of the projects based on WP6 findings and measurements and to define strategy for exploiting project results.

### 1.2. WP7 - Dissemination, Assessment and Exploitation

The goal of this Workpackage is to disseminate the project’s results and achievements, and exploit specific project results. It consists of the following three tasks:

- **Task 7.1 – Dissemination**
- **Task 7.2 – Overall Evaluation**
- **Task 7.3 – Exploitation**

This report refers to Task 7.1 “Dissemination”. Task 7.1 has started its activities early in the project with the aim to assure a wide and well-done dissemination and publicity of the project outputs. In the beginning, the task responsible together with the overall Consortium members have identified the approach and strategy to be followed during the project life in order to gain
the dissemination targets. The WIETRIP identity and logo and the dissemination channels have been established by the Consortium members too.

The table below illustrates those main Objectives, as set and numbered into the agreed Description of Work, which are related directly to the dissemination activities of the project.

<table>
<thead>
<tr>
<th>Nr</th>
<th>Objective</th>
<th>Time Criteria</th>
<th>Metric / Indicator</th>
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</table>
| 1  | **Form the External Users Group**  
Desirable User Categories: Users, Traffic Managers, Public Authorities, Transport Operators, Equipment Manufacturers, Service Providers, Application and Service Developers and research organizations. | **Month 4 / M7.1**  
(first synthesis of external users group) | - 15 members at least  
- All user categories participate  
- 8 participating countries at least |
| 6  | **Level of Dissemination** | **Month 12 / M7.2** | - list of communication activities (done and planned)  
- 2 newsletter updates to the external group  
- at least one press release  
- 2000 brochures sent  
- project web site statistics. More than 100,000 hits. |
| 8  | **Expand the External Users Group**  
(extended synthesis of external users group) | **Month 18 / M.7.3** | - 30 members at least  
- representatives from 12 EU countries at least and 3 non-EU countries (at least) |

In the next chapters, the approach, strategy, targets and channels for project dissemination will be described together with the dissemination project output.

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1 In this column, we mention milestones Ma.b is milestone b of Workpackage a (see table 1.3d for details)

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2. DISSEMINATION AND PROMOTION APPROACH

The aim of the WISETRIP Dissemination and Promotion Work Package is to define suitable actions to ensure the most effective promotion of project activities and to allow the largest possible dissemination of project achievements during the project lifetime and after the project end, as well as the interaction of the project with similar research activities across Europe and elsewhere.

The general approach envisaged for WISETRIP dissemination and promotion is described, highlighting the overall strategy adopted, introducing the target user segments for dissemination and promotion and providing an overview of planned actions and tools.

2.1. Main objectives and overall strategy

Overall, WISETRIP dissemination and promotion activities are designed to address and meet the main project objectives of promoting journey planner services and achieve the largest possible resonance of project results in order to favour large international dissemination and take-up of the approach after the end of the testing phase.

Basically, two main dissemination and promotion levels are identified:

1. **Local Level and National level.** This represents the immediate field of dissemination and promotion activities for both project and post-project phases. Fundamental to the success of the WISETRIP action is to gain interest, involvement and trust of all concerned users in local pilot sites and in the surrounding territory linking the national levels;

2. **EU and International level.** Favouring the adoption of WISETRIP good solutions and good practices developed in pilot project sites in other EU and non-EU countries is also a main goal of the project. In order to enable this, dissemination and promotion need to be adequately addressed to larger European and international level. This concerns project activities at some specific stages (e.g. international workshops and events) and, more generally, the post-project phase.

Both dissemination levels have focused to attract relevant users within the transport domain.

The formation of an **External Users Group**, including Users, Traffic Managers, Public Authorities, Transport Operators, Equipment Manufacturers, Service Providers, Application and Service Developers and research organizations, or other relevant actors, and the communication activities to transfer the project purposes to this group has been one of the key factors for the effectiveness of the dissemination tasks. This user group was agreed to contain at least 30 members from at least 8 countries of Europe and 3 non-European countries. National ITS teams have been invited to bring some of its members to participate to the external users group of WISETRIP.

The **User group** has bidirectional communication with the project: not only they are receiving up-to-date information about the project, but through the plan of activities of WP7, they are able to provide valuable feedback during the project progress. Such activities include, periodical mailing, key interviews (phone discussions), focused workshops, etc.

As the WISETRIP dissemination and promotion activities encompass a number of different actions, dissemination channels and media, a number of key elements have to be taken into account and have to be carefully assessed when implementing each single dissemination phase and measure. Key issues, which require special attention and careful choices in order to achieve and implement an effective and coherent project dissemination and promotion strategy, include:

- **Integration.** All activities concerning project dissemination and communications must be integrated in the context of a single communication strategy, with clearly identified targets and lines.

- **Coordination.** All planned actions and initiatives related to public information and project communication shall be coordinated so that the most suitable ways, instruments and contents can be identified in order to develop and carry out the actions within the integrated communication strategy in the most effective way.
• **Identification.** It is of utmost importance that any message related to WISETRIP is immediately identified by the public, with clear and direct reference to the project by means of easily identifiable elements such as the project logo, colors, statements, etc.

• **Objectivity.** It is likewise very important that any message targeting the different public and user categories be received as much as possible as conveying ‘objective’ information, to avoid being interpreted as commercially biased communication and advertising.

• **Credibility.** Even more important, credibility of project communication must be ensured, avoiding any propaganda or hype. Messages should not only convey positive pictures and success, hiding difficulties or problems, if any. Rather, a wise communication should use these as useful lessons for the interest of the community.

• **Persuasiveness.** Messages and actions should be persuasive and avoid any imposition or strong statement. WISETRIP measures and solutions should be made attractive for the concerned public and user categories, as they suggest proper behaviours, provide evaluation and comparison elements and become convincing because of collective advantages and benefits proposed.

• **Visibility.** All information and communication activities must contribute (jointly: integration and coordination) to enhance project visibility within the concerned territory and user categories, making project measures, realisations and achievements and as much visible as possible on a local as well as national and European level.

• **Accessibility.** Information, messages and project products in general must be characterised by simplicity, clarity and immediacy in order to ensure being accessible to all intended target public and user categories.

• **Interactivity.** WISETRIP communication and promotion initiatives must favour interactivity and multi-directionality of messages. Main goal of the promotion plan is the creation of a “communication network” between all WISETRIP partners and between partners and the citizens. Henceforth, the focused external users group will be more than necessary.

### 2.2. Target Audience

The WISETRIP key target groups could be summarized in the following categories:

• **Local Authorities** – This group includes departments of Local Authorities concerned with any activity within the Information and Communication service chain. This may include Public Administration services and departments concerned with, for example, access to the city information services, making of transport policies...;

• **Transport Operators** – This group may include any company providing passengers public transport services in urban and extra urban areas, at regional and national level, private transport operators, tourist lines services... This group encompasses mainly road and rail transport, but also other transport modes such as airlines and waterborne would become so much important in the wider Journey planner;

• **Research Organizations and Universities** – This group comply with the aim of the project to serve people traveling around the world and disseminate good practices in research schemes specialised into transport. University and Research Organizations’ members usually meet at any place to discuss results, innovation and to share ideas in the same study sector and research activities; a world-wide Journey planner could help them in planning their trip avoid time-loss. Research members will also disseminate the information on the project structure and usefulness into the academic world;

• **Equipment Manufactures** – This group relates to all industrial and commercial actors at National and European level that have interest into the project in order to implement advanced tools and devices for connecting users to the information on transport modes and service typologies; they would play a role to the wider dissemination and acceptance of the WISETRIP results;

• **Citizens (general) and world-wide travellers** – This group includes the main end beneficiaries of any advanced, sustainable, well-structured and wide-scale Journey
Planner. Besides the general benefits of a cleaner and widest information on transport modes, citizens and world-wide travellers will benefit from WISETRIP services as far as these will be accessible at any stage of the trip planning and by large connected devices. Also for this category, the scope of dissemination and promotion has to scale from a mere local level up to a national and European level.

- **Policy Makers** – Finally, this represents the highest institutional target group for WISETRIP dissemination including higher level decision and policy makers interested in innovative and friendly integrated transport information solutions. The national and EU levels are clearly a main target here.

For dissemination purposes a database containing contacts of entities belonging to the target audience categories identified below have been established by each WISETRIP partner, and periodically updated and used during the project life time and after the project end.

The database of WISETRIP partners has been used for dissemination purposes, representing a starting resource for any specific dissemination and promotion action, e.g. the distribution list for project Newsletters, the starting mailing list for Workshop invitation, etc.

**2.3. Channels and tools**

WISETRIP dissemination and promotion activities have involved a coordinated set of instruments and tools, with a mix of regularly timed actions and asynchronous activities.

Concretely, the following dissemination channels and tools have been used by the project partners for the dissemination purposes:

- The **WISETRIP project logo and general image**;
- The official **WISETRIP public Website** - The WISETRIP Website is designed, established and updated. The site is composed of the main following features: WISETRIP description, prospects, news, events, and announcements; WISETRIP public documents for download; Link to other relevant sites, e.g. sites of WISETRIP partners, relevant EC sites;
- Production and dissemination of project **Brochure and (e-)Newsletters** – A project brochure has been produced and distributed, presenting basic information about the goals, approach and activities, participants of WISETRIP; periodic (e-)newsletters have been prepared and distributed to e-mail addresses in the European and no-EU Areas, presenting and promoting key achievements of WISETRIP;
- **WISETRIP External Users Group** - This is a key component of WISETRIP dissemination strategy. WISETRIP external users group has been regularly contacted in order to notify about project’s evolution and achievements that will contribute and support the successful and acceptance of project results;
- An **intermediate project Workshops**, targeting city journey practitioners and actors, discussing key issues addressed by WISETRIP and innovations envisaged in the project. The workshop has been organised at the beginning of the last year project showing the JP integration issues and business aspects and has received important feedback by the audience composed of representatives of public and private sector, research and commercial organizations;
- Participation to **National or International events** and exhibitions, presenting project approach and distributing WISETRIP material;
- Submission of public materials to the research and commercial sector, such as **proceedings** of national and international events;
- **Liaison with other projects** - WISETRIP has actively exchanged information and results with related national, European and international projects. Where appropriate, WISETRIP has been invited to participate in relevant ITC cluster activities. Further explanations can be found in Chapter 3.7;
- The presence on **Facebook social network**. The account of WISETRIP is available at [http://www.facebook.com/pages/WISETRIP/160653543970538?ref=ts&v=page_getting_started#!/pages/WISETRIP/160653543970538](http://www.facebook.com/pages/WISETRIP/160653543970538?ref=ts&v=page_getting_started#!/pages/WISETRIP/160653543970538);
- The link to the Platform on local Journey Planners Home page.
3. RESULT OF THE PROJECT COMMUNICATION ACTIVITIES

3.1. Project logo

The Consortium members, as first activity of Task 7.1, have identified the general lines and elements defining the “corporate image” of WISETRIP project as a background for the dissemination and promotion activities. It defines the common graphical style and image that has been adopted in the WISETRIP dissemination actions, including, for instance, the official project slide presentations, project documents (deliverables, reports, newsletters...), the public website, publicity material, etc.

The public image of WISETRIP project is well represented by the WISETRIP logo. The Consortium members have discussed the project logo among different alternatives in the beginning of the project and finally they have decided for the following option:

![Figure 1 WISETRIP Logo](image)

The main elements characterising the logo design include:

- clear view of the project acronym;
- a graphical reference to e-Journey Planners
- focus onto international traveller need

From this base version of the logo, the adapted versions are derived which are suitable for printing and used in documents’ footers (reports, deliverables, slides, etc.).

Besides the indication of the WISETRIP logo into reports, publications, and other material of the project, the WISETRIP logo is displayed together with the reference to the EU Programme that has co-financed the overall activities. The adapted version of WISETRIP logo and FP7 Programme reference are displayed below:

![Figure 2 Adapted version of WISETRIP logo and FP7 reference](image)
3.2. Project Web site
Adequate presence of WISETRIP project on the web could be ensured by the public project website, as prescribed by the WISETRIP Annex 1.
As for the logo, the Consortium members decided to start early in the project the development of the project website, thus promoting public image of WISETRIP on the web. The task responsible together with the professional support of an external software house has developed the core structure of the WISETRIP web site containing different sections to be opened to public visitors and one section to be used for update information on the project results by the web site administrator (ATAF).
The website has been built using a content management platform which should enable easy maintenance and update of all texts and other contents of the site.
The WISETRIP website is accessible through the URL [http://www.WISETRIP-eu.org](http://www.WISETRIP-eu.org).
In the following figure the homepage is displayed.

![Figure 3 WISETRIP web site Home Page](image)

The website is a main public channel and access point for the project results. Its address is clearly indicated in all dissemination material produced and distributed by the project; linking of the site is also ensured at European level (link crossing with the official WISETRIP website) as well as with other public websites.

The WISETRIP website contains different public sections:
- The “Homepage”, conveying in an immediate way the general project image and communication style (selected project colors, logo, project title and acronym, etc.) and providing few key elements, arranged in clearly identified web parts, that are needed to introduce and highlights the main messages and theme of the project;
- The “Project description”, providing the general background, mission, activities and relevant information of the project;
The “Consortium” providing access to the Consortium members web sites and a short description of partners;
- The “Results”, which gradually makes available information about project achievements and links to public deliverables and documents;
- The “Media Centre”, providing an on-line archive of all media presence of WISETRIP project containing articles, newsletters, public presentations produced during the project life. It also includes other contents and documents of interests for the WISETRIP themes;
- The “News and Events”, containing the archive of news and events information generated during the project; the two most recent news are also displayed in the relevant box of the homepage;
- The “Links” section, providing a collection of links to other sites in the internet virtual space.

The web site is also composed by the “Private section” that is used by the Web site administrator for regularly update of the contents. The web site administrator is the only project partner who can access this private section.

Moreover, in order to make easily the communication inside the Consortium, the WISETRIP web site offers the possibility to access to the project “Repository”; the Repository represents an efficient way to exchange the project documentation among partners, and to contains the no-public deliverables and strategic project documentation. In fact, it is a project database with limited access, guaranteed to project partners only using a specific Username and Password to enter.

The structure of the “Repository” is displayed below together with the “Links” section of the project official web site.
3.3. WISETRIP External User Group

The WISETRIP External User Group (EUG) has played a key role in evaluating the project results and getting users’ feedback on the project outputs at various time-periods. In fact, the EUG has been regularly contacted in order to notify about project’s evolution and achievements (see also 2.1).

Based on the requirements to form the EUG such as:

- defining potential EUG members among authorities, transport operators, information service providers, equipment manufacturers, etc;
- set up the WISETRIP External Users Group, involving 30 members from at least 8 European and 3 non-European countries;

the WISETRIP partners have identified relevant national and European contacts and officially invited them to join the WISETRIP EUG.
The most of contacted user organisation representatives have positively replied to the invitation letter. Furthermore, during the attendance of WISETRIp to the ITS World Congress in Stockholm in September 2009, the EUG members have increased and at the end of the project the group reached 58 members, from 15 EU Countries and 3 other countries, in details from Australia, China and USA.

The EUG related activities have progressed according to the Workplan and WISETRIp has continuously kept close contact with the EUG members, providing them for example with all the project e-newsletters and relevant update. In particular, the EUG members have been invited to join the WISETRIp workshop and to join the WISETRIp demonstration and evaluation activities.

3.4. Project Brochure
The project brochure is a core element of the WISETRIp dissemination strategy. Project brochure aims to give easy to understand information on the WISETRIp project both for practitioners in the theme addressed by the project and for readers that have no experience with that. The WISETRIp brochure has been released after three months since the starting of the project and distributed during the events where partners have participated (see Chapter 3.6).

Firstly the brochure has displayed the project core images (acronym, logos and colors) to make it well identifiable by external readers.

The Brochure also contains the following information:
- Project mission and approach;
- Brief summary of the core project activities and targets;
- Images by the project structures that can help readers in understanding the theme addressed;
- Consortium and project references.

The WISETRIp Brochure is displayed below. A copy of the WISETRIp Brochure is attached as Annex 1.
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Figure 5 WISETRIP Brochure

A number of 500 brochures have been printed and distributed among partners that have disseminated them at different levels, from local to European level, and mainly:

- at WISETRIP events (local meetings, workshops, focus group);
- at events where WISETRIP representatives have been taking part to;
- at European and International level through contact lists, displaying at joined EU projects web sites (…);
- at institutional contact points and organisations in Partners local sites;
- within information packages on WISETRIP prepared and distributed during the project;
- to requesting people.

The Brochure is also available on the project website and can be downloaded in PDF format.

3.5. e-newsletters

Six project e-newsletters have been issued during the project life-time and delivered by the WISETRIP partners through contact lists; the e-mailing lists were composed of a relevant number of addresses of entities belonging to the target audience categories; more than 1.500 e-mail addresses around national and European level, including EUG members, European Authorities, transport operators, ITC developers, Universities have received the e-newsletters and some useful relationships have come from this sending as reported in Chapter 3.7.

A copy of each e-newsletter has been also published on the project web site (free to download).

Concerning layout and contents, the e-newsletter reflects the core image of the project (see previous chapters) and contains a summary of the project objectives, steps and results, at the different stage of the project development. During one of the first project meetings the
Consortium decided to assign one editor for the contents, among those involved in WISETRIP project, for each e-newsletter.

In details, the six e-newsletters have been issued and distributed at the following different periods and a little description is given below:

- **1st WISETRIP e-newsletter**: issued in October and distributed in November 2008, it consists of five pages including the cover. It summarises the first project output and activities, results of meetings and actions planned for the near future;

- **2nd WISETRIP e-newsletter**: issued at the end of 2008 and finalised in middle January 2009. It has been distributed within February and consists of seven pages; it focuses on the state of the art of journey planning systems and introduces EUG members; the first approach to create relationship with other projects (overview of collaboration with i-Travel project and feedback from the workshop) and a brief description of Chinese pilot site involved in WISETRIP complete the contents;

- **3rd WISETRIP e-newsletter**: issued in March 2009 and distributed within April 2009. It consists of nine pages and focuses on WISETRIP Architecture approach and functionalities; it also gives an overview of the involved Journey Planners (Greek, Italy, Finland, UK and China), on Easyway project collaborating to WISETRIP and WISETRIP presence at national and European events;

- **4th WISETRIP e-newsletter**: issued and distributed in December 2009. It mainly focuses on the 1st WISETRIP Workshop “A real-time, multi-source and multi-modal personal trip planning service” planned for later January 26th to 28th 2010 in Brussels. This e-news has been one of the channels to promote the Workshop and to attract more people working or interested in the field tackled by the project to attend the event. The second “core” issue of the 4th e-news has been the description of the WISETRIP Wide e-Platform and interfaces, personalisation services and Modules. In the end, a note focusing on the relevant presence of WISETRIP to the ITS World Congress and Exhibition in Stockholm 2009 (September 21st to 25th 2009) has been included in the e-news;

- **5th WISETRIP e-newsletter**: issued in May and distributed within June 2010. This e-news focuses on the WISETRIP personalisation services developed in the WISETRIP Platform and provides some example of “trip services”. The 5th e-newsletter has been sent to many contacts and potential “users”; together with the e-news, the “users” have received the necessary information to join the demonstration phase of the project. They have been invited to go through the Platform and “experiment” the services. The Questionnaire on Willingness to pay & User Acceptance has been attached to the e-mail; the users have been invited to return the filled in Questionnaire on time (following the timing of demo task). Second part of the e-news relates to the relevant results achieved during the 1st WISETRIP Workshop, that has combined an useful discussion to the exchange of experience among experts, researchers and public stakeholders; in the end it is also reported an update of the on-going relationships with other projects and initiatives;

- **6th WISETRIP e-newsletter**: issued in November 2010 and distributes within the end of the project. It focuses on the demonstration activities and describes the typology of actions undertaken by the Consortium members towards any potential users in order to obtain their collaboration to test the platform and to receive some useful feedback on the developed services. The first results of the demonstration have shown a high user acceptance of WISETRIP services and have presented an encouraging users’ willingness to pay for these services. Based on these positive outcomes, confirming the acceptance of the WISETRIP platform as an useful starting point for future exploitable products, the Consortium has presented in the 6th e-newsletter a possible strategy for exploiting WISETRIP results in the EU and worldwide. The final part of the e-news is dedicated to a short update concerning the operation of pilot JPs and the presence of WISETRIP project to the last ITS World Congress in Korea.

A “draft” of a couple of WISETRIP e-newsletters is displayed below. The entire copy of each e-newsletter is attached as Annex at the end of the deliverable.
Figure 6 WISETRIP 1st e-newsletter (part)
3.6. Conferences & Events

Participation to conferences and events in the main sectors of relevance for WISETRIP is very important throughout the project lifecycle. As regards to the whole project duration, the following events have been considered for participation and dissemination of WISETRIP:

1. ITS Finland Summer Seminar 2008
   - WISETRIP Participation: Mobisoft (presenting project approach)
   - Venue and date: Heureka, Tikkurila May 28th 2008

2. 10th International Conference on Application of Advanced Technologies in Transportation
   - WISETRIP Participation: AUEB-RC/TRANSLOG (distribution of WISETRIP Brochure)
   - Venue and date: Athens from 27th to 31st May 2008

3. INOVATE with Aberdeen, the Frontiers of Excellence (an occasion for businesses across Scotland to learn more about the wide range of world class research being carried out at the University of Aberdeen)
   - WISETRIP Participation: Centre for Transport Research (CTR) University of Aberdeen had a stand and table in the exhibition venue where members of the group had shifted to explain to general public for various projects within the CTR including WISETRIP project
   - Venue and date: Elphinstone Hall, King’s College, University of Aberdeen, September 18th 2008

4. European Week of Regions and Cities
   - WISETRIP Participation: ATAF (distribution of WISETRIP Brochure)
   - Venue and date: Brussels, from 6th to 9th October 2008
5. EASYWAY/VIKING workshop “Working with multi-modal journey planners - an information exchange workshop”
   o WISETRIP Participation: Destia (presentation of WISETRIP project)
   o Venue and date: Copenhagen from 28th to 29th of October 2008

6. 24th – 25th – 26th Philoxenia – International Tourism Exhibition
   o WISETRIP Participation: Forthnet / Forthcrs (distribution of WISETRIP Brochure)
   o Venue and date: Hellexpo Conference Center, Thessaloniki, GREECE, 30th October to 2nd November 2008, 29th October to 1st November 2009 and 18th November to 21st November 2010

7. I-TRAVEL project Workshop
   o WISETRIP Participation: Forthnet, DESTIA, ANGUS (distribution of WISETRIP Brochure and presentation of project approach)
   o Venue and date: Brussels, November 13th 2008

8. 15th World Congress on Intelligent Transport Systems
   o WISETRIP Participation: Mobisoft (distribution of WISETRIP Brochure)
   o Venue and date: New York from 16th to 20th November 2008

9. 88th Transportation Research Board (TRB) 88th Annual Meeting
   o WISETRIP Participation: CTR University of Aberdeen, ANGUS (presentation and update on WISETRIP on Accessible Transportation Technology Subcommittee Meeting, distribution of WISETRIP Brochure. Positive response by US Department of Transportation. They would like to be kept informed of the WISETRIP research)
   o Venue: Washington DC, from 12th to 15th January 2009

10. ITS National meeting
    o WISETRIP Participation: DESTIA (distribution of WISETRIP Brochure and release of information to the project approach and on-going activities)
    o Venue and date: Finland, May 20th 2009

11. 16th ITS World Congress and Exhibition
    o WISETRIP Participation: Forthnet, Mobisoft, UNIABDN, ETRA (distribution of WISETRIP dissemination material, presentation of the approach and results; presence at the Congress and Exhibition hall in the EC stand together with I-TRAVEL project)
    o Venue: Stockholm, from 21st to 25th September 2009

12. 1st International EU FP7 OASIS Conference
    o WISETRIP Participation: ATAF, UNIABDN (distribution of WISETRIP Brochure)
    o Venue and date: Firenze, November 4th and 5th 2009

13. 1st WISETRIP Workshop
    o WISETRIP Participation: All Consortium
    o Venue: Brussels, January 28th 2010

14. 13th International IEEE Conference on Intelligent Transport Systems
    o WISETRIP Participation: AUEB-RC/TRANSLOG (speech and publication for the proceedings)
    o Venue: Madeira Island, Portugal, from 19th to 22nd September 2010

15. Workshop on the 7th FP of European Commission: Social and Humanitarian Sciences, Ideas, Madam Curie Actions (People), Athens University of Economics and Business
    o WISETRIP Participation: AUEB-RC/TRANSLOG (WISETRIP presentation)
    o Venue: Athens, October 11th 2010

16. 17th ITS World Congress
3.7. Liaison with other projects

Encouraged by the EC services and the Project Officer, as well as through the project’s networking and dissemination activities, WISETRIP has actively exchanged information and results with related national, European and international projects.

At the very first months of the project, the coordinator was in contact with the “i-Travel” project coordinator (ERTICO-ITS Europe) to join the two projects purposes. i-Travel was an 18-month project (January 2008 – June 2009) co-financed by the EC DG for Research Transport Directorate. The project intended to work on the original concept of the “connected traveller” combining three key innovations: i) The integration of e-commerce and internet technologies to create the first B2B e-Marketplace for travel; ii) A wide-ranging community of content and service suppliers connect to customers through i-Travel; iii) A platform to enable a “virtual travel assistant” that accompanies a traveller before and throughout each journey, providing personalised, context-aware information. Key to the i-Travel concept is the building of a community of service providers that can operate competitively to provide services and goods to the connected traveller. The i-Travel is engaging these companies and organisations through an associate partner scheme which allows interested stakeholders to review and contribute to the project objectives. Further information is available on the i-Travel project site, www.i-travelproject.com. Additionally, a blog for all the project partners and people interested has been created, aiming to be a place to share further ideas and comments on the project. The blog is available at the link: http://itravelproject.wordpress.com/.

The participation of i-Travel members to the WISETRIP External User Group has been an added value for both projects. Moreover, the first i-Travel workshop took place in Brussels on November 13th 2008, and the WISETRIP project consortium did actively participated into the discussions made during the workshop and presented its views concerning various scenarios. Participation into the workshop was useful to identify similarities and differences of the approaches of the two projects, i-Travel and WISETRIP, as well as share and exchange ideas mainly related to the identified usage scenarios of i-Travel that have in prior been sent to WISETRIP consortium, during the summer. The workshop attracted many companies from different sectors and useful contacts have been made who have also been included within the EUG list of WISETRIP. The two projects were together exhibited in ITS 2009 Stockholm Exhibition event.

Some useful contacts have come from the first e-newsletter distribution: the responsible of EU FP6 LINK project and the responsible of the realization of a specific algorithm for automotive Industry with Coventry University in the United Kingdom were in contact with the WISETRIP coordinator in order to share the projects objectives and approach and to discuss possible collaboration.

**LINK** - The European Forum on Intermodal Passenger Travel is a project which is funded by the European Commission (DG Energy and Transport) for 3 years and has been launched in April 2007. The LINK Forum is composed by 17 experienced partners from 13 countries in Europe. It is a communication node between authorities, associations, operators, user as well as industry representatives and research. It fills a current gap by serving as a focal point of a European network for passenger intermodality, providing a platform for exchange, knowledge

WIETRIP consortium is also in close collaboration with START- Seamless Travel across the Atlantic area Regions using sustainable Transport (http://www.start-project.eu) which is a new project within the European Commission's Transnational Cooperation Programme for the Atlantic Area. The START consortium focuses on the following three priorities:

1. Improved information
   o Develop a multilingual web portal www.integra-travel.eu to provide complete sustainable transport options in the Atlantic area region;
   o Maximise integration and accessibility;
   o Establish multilingual and interoperable regional websites and journey planners;
   o Implement multilingual information services within transport hubs to assist travellers on route;

2. Better public transport systems
   o Ensure seamless connections between local public transport and inter-regional services;
   o Apply advanced ticketing systems, such as smart cards;
   o Improve quality and convenience of local public transport services;
   o Stimulate economic development within the Atlantic area;

3. Enhanced network of transport organisations
   o Broaden transport accessibility within the region;
   o Establish and implement a common standard for seamless travel, through Integra;
   o Exchange best practice and transfer knowledge between relevant parties.

START and WIETRIP consortiums have arranged several teleconference meetings to exchange ideas and experiences and identify in detail potential fields of collaboration. Moreover, a representative from START project was invited in the 1st WIETRIP workshop “A real time, multi-source and multi-modal personal trip planning service” that was hosted at Brussels on 28 January 2010. He presented the START project and he gave a speech focusing on Regional Journey Planner Interconnection and Web User Contribution. A meeting between WIETRIP coordinator and representatives of START project took place in Crete. The WIETRIP interface has been given to START as well START project has provided the city integration interface for the pilot inclusion of cities from Greece.

Within the same WIETRIP Workshop the INFOMOBILITY project was presented. It is a best practice case for supporting the better mobility and transport management and co-modality and increasing the level of services accessibility at Tuscany Region in Italy. Collaboration is ongoing among the WIETRIP Consortium and the Region of Tuscany and willingness to connect has been expressed by the representatives of the Tuscany project.

WIETRIP coordinator has also established communication link with CEDEX. CEDEX (Transport Research Centre, Spain, www.cedex.es) is the project coordinator of the EU VII FP CLOSER Project (www.closer-project.eu). The purpose of CLOSER (Connecting LOng and Short-distance networks for Efficient tRansport) is to build upon existing research and practice, developing innovative tools for the analysis of interfaces, check these tools in a number of case studies, and make concrete recommendations to stakeholders in order to get:

1. A more systematic approach to the whole project cycle of interfaces (from planning to design and operation);
2. Concrete guidelines for decision makers in order to cope with the challenges of a particular project, and to get the most from the opportunities that each project offer in the areas of transport, spatial and economic development;
3. A friendlier regulatory environment; fostering cooperation and supporting better integrated interfaces;
4. Improved mechanisms for financing those concepts with a higher degree of integration (including EU’s funding schemes);

5. In-depth involvement of stakeholders, and particularly of transport operators.

Last but not least WISETRIP has sent its Journey Planner interface to Teleatlas, partner of CIP-ICT-PSP In-Time project (www.intime-project.eu). In-Time - Delivering intelligent and efficient travel management for European cities (a 3 years project starting on April 2009) focuses on the delivery of multimodal Real Time Traffic and Travel Information services for drivers and travellers in European cities. In-Time has piloted and validated an innovative pan-European approach to Real Time Traffic and Travel Information (RTTI) services. Pilots were set up in 6 European cities: Vienna, Brno, Bucharest, Oslo, Munich, and Florence.

WISETRIP has included all contacts of the above mentioned projects within its External Users Group. Moreover, all Journey Planning systems that are in developing phase will be invited to become members of the Journey Planner community that will be formed by the end of WISETRIP project.

3.8. Specific Publications

WISETRIP partners have publicised the project activities and results through various presentations and discussion with different actors during public events (conferences, workshops, etc.). A significant contribution to the research activity and to the exchange of good practice at European level in the field tackled by the project has been the joint work carried out by some partners of the project to submit the following papers/publications:


Both papers have gained a relevant interest by the audience and by the scientific committee of the events.

3.9. Project Workshop

As a major dissemination channel, an intermediate WISETRIP workshop has been organised and held during the project lifetime.

In details, the 1st WISETRIP Workshop “A real time, multi-source and multi-modal personal trip planning service” was hosted at Brussels on 28 January 2010, at (Italy) Tuscany Region premises in one of the EC departments. The workshops was targeted to city journey practitioners and public and private actors focusing on specific issues and innovations envisaged in the project. In particular, the workshop agenda was covering main issues related to the project, its progress and the demonstration phase, the challenges and concerns within the process of integrating variant journey planners, as well as recommendations for the future and concerns about the business perspective and feasible financial models.

Besides WISETRIP, as indicated in Chapter 3.7, two more projects from the same research sector were presented (confirming the established good relationship among WISETRIP and other research projects): the “START” project (financed by the European Regional Development Fund in the field of Transnational Cooperation Programme for Atlantic Area), focusing on Regional Journey Planner Interconnection and Web User Contribution, and the “INFOMOBILITY” project (financed under the Regional Cooperation Programme in Tuscany Region, Italy) focusing on best practice case for supporting the better mobility and transport management and co-modality and presenting the increasing level of services accessibility in Tuscany Region.

The audience was composed mainly by representatives from public and private, research and commercial organisations from the wider area of transport. The level of interest received by
the participants, the quality of the questions and the discussions, as well as the comments received from most of them, were the main benefits of this successful workshop.

*Figure 8 1st WISETRIP Workshop*
4. ANNEX 1 – WIETRIP BROCHURE

WIETRIP

Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

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EUROPEAN UNION

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**WISETRIP Objective**

The overall objective of this project is to develop and validate an innovative mobility service platform, which provides and personalises multi-modal travel information sourced from connected variant journey planners and is accessible by travelers at any place and time through various mobile or fixed terminals/devices before and during the journey.

Research & development in the project will be concentrated on the integration and algorithmic management of the co-operation graph of journey planners.

**WISETRIP Activities**

- Project management with high level of cooperation of Consortium members to achieve the best output and results;
- Architecture Design and Requirement Analysis to investigate the needs of travelers and requirements of system;
- Development of WISETRIP Journey Planner Core System and adaptation of interconnected journey planners;
- Design and development of personalization system;
- Setting the software modules providing WISETRIP services: user interface design, device interoperability and multilingualism management;
- Integration of the overall software modules, validation of WISETRIP platform and test of the functionality;
- Wide dissemination at National, European and International level of the WISETRIP utility for travelers that can benefit of personalized and high quality information to plan their trip.
- Demonstration of the project results at seven countries.

**WISETRIP Approach**

The main idea is that existing independent systems for journey planning can become active subsystems of a ‘global’ journey planner system. A global system could become the point-of-reference for journey planning at a wider scale.

Additionally, the WISETRIP interconnected journey planner could provide valuable information to different transport modes and innovative services such as demand responsive transport services (DRTs), planning and management systems of DRTs which has not yet been widely incorporated within journey planners.
5. ANNEX 2 – WISETRIP E-NEWSLETTER NO.1

NEWSLETTER

October 2008
No 1

WISETRIP Project
Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

THEME TPT.2007.4
The connected traveler in the city, region and world of tomorrow

WISETRIP Consortium welcomes you!

Are you a worldwide traveller?
Are you willing to learn about Journey Planners?

WISETRIP could help you!

Read more about the project!

EUROPEAN UNION

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WISESTRIP project

WISESTRIP project is a Collaborative project co-financed in EU FP7 programme under Theme FP7-2007-4. "The connected traveller in the city, region and world context"

Background and aim of FP7-WISESTRIP Project

With increasing traffic demand, it becomes more and more important for cities to create easily accessible inter- and multi-modal travel planning services in order to provide the necessary travel options for a safer, faster and more cost efficient travel.

The commercial systems already available are providing adequate such services within a city (c. local) or at a regional level, but the combination of multimodal and multi-level information (at mid level and long distance level) at a wide scale and the formation of dynamic personalised information delivery during the whole trip process (pre-trip and on-trip) has not been addressed.

The main idea created that lead to this project is that existing independent systems for journey planning could become active subsystems of a "global" journey planner system.

Involving 13 partners from 5 EU countries and China and funded by the EC FP7-667 Programme, WISESTRIP (White Scale network of Systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised Data) has launched on 1st February 2008.

The main goal is to develop and validate an innovative mobility service platform, which provides and personalises multimodal travel information aimed at connecting various journey planners and is accessible by travellers at any time and from any device through various modes of face to face, e-mail, mobile terminals or voice and during the journey.

WISESTRIP Activities

Overall, the WISESTRIP project has a duration of 30 months and the project plan includes the following different Workpackages:

- WP2: Project Management
- WP3: Requirements Analysis and Architecture Design: definition of the core WISESTRIP requirements, the framework architecture and data model of the WISESTRIP system. The architecture development will follow a cross-module design principle, and will be the basis for the system development activities performed in WP5 to WP7, where detailed design and implementation take place.
- WP4: Journey Planner / Core System Development: development of the core WISESTRIP Journey Planner. Its interfaces with the participating Journey Planners and also represents the necessary adaptation for each journey planner.
- WP5: Personalisation System Design & Development: development of the selection mechanisms supported by a well defined model of the trip life cycle and a location & preferences based rule mechanism, for provision of real-time or other information to internet users.
- WP6: Information Distribution System Design & Development: development of the various software modules that are necessary to visualize the provision of the WISESTRIP services to the users at multiple types of devices either fixed or mobile.
- WP7: Integration, Validation and Demonstration: integration of the software modules developed in WP5 - WP8 to validate their interoperability, and execution of experiments and trials to qualitatively and quantitatively measure the performance gains of the journey planner platform developed within the Project, in both laboratory and real-life conditions (demonstration). Partners will utilise their expertise to provide a specialist input of data and (b) their access access to the public and market to facilitate wide use of the WISESTRIP demonstration platform.
- WP9: Dissemination, Assessment and Evaluation: dissemination of the project results for exploitation.

WISESTRIP Milestones and timing

In the upcoming period (before and after 2008) and in the first 2009 the milestones of the project are as follows:

- WP6: a working demonstrator specific to the WP6 deliverable of the overview of the project and it includes the identification of the users requirements, the analysis of the existing journey planners and a first development of the core WISESTRIP Journey Planner architecture and of its interfaces with the participating journey planners.
- WP7: Interconnection guidelines for Journey Planner and WISESTRIP demonstrator, and guidelines for the WISESTRIP platform Core Journey Planner System.
- WP8: Work on the urban journey planning system.
- WP9: Dissemination and evaluation of the WISESTRIP project.

The project will include the demonstration phase, during 2009, of the first WISESTRIP demonstrator to be validated and tested by WISESTRIP partners in a real environment with the support of the project users group.

WISESTRIP First results

Starting on February 2008, the consortium has been involved in the validation of the users requirements, the analysis of the existing journey planners and a first development of the core WISESTRIP Journey Planner architecture and of its interfaces with the participating journey planners.

The activities have been organised and monitored through two technical meetings and two project meetings, along with a relevant project management structure.

Related to the above activities, the Consortium has released the first project output, which consists in Deliverable D2.1 “Report on the Analysis of Requirements” and Deliverable D2.2 “WISESTRIP Architecture & Data Model”.

From the above point of view, the Consortium has set up a dedicated project web site (www.wisestrip.eu), a project brochure (also available on the project web site), and one of the orphans available, is designed to be released during the year 2008.

On the basis of the project's consortium the Institute of System and Information Engineering (ISE) has been identified for monitoring and evaluating the project activities and results and for supporting the validation phase of the WISESTRIP platform.

NEWSLETTER

WISESTRIP News

Newsflash (No. 8), February 13th - 27th 2008

All WISESTRIP Consortium members met together and made an overview of the project’s structure and activities. A progress report of user need and feedback was given at the end of the meeting. The project coordinator informed the partners about the progress of the consortium and all the important activities that were carried out during the last 8 weeks.

The next meeting will take place in May and will include the following activities: a) project management b) project planning c) WISESTRIP project deliverables and c) project evaluation.

WISESTRIP Technical meetings

1st Vienna (AT) March 18th 2010 focusing on architecture design.

2nd Amsterdam (NL) July 15th - 16th 2010 focusing on data management.

The lead coordinator shared the session on project planning and discussed the various points of view on architecture design and on data management. The day was divided into two parts, focusing on architecture design and on data management.

The workshop highlighted the importance of collaboration among partners in order to achieve the goals of the project. The participants were encouraged to share their experiences and ideas in order to improve the project's efficiency and effectiveness.

For more information, please visit the project’s website (www.wisestrip.eu).

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6. ANNEX 3 – WISETRIP E-NEWSLETTER NO.2

State-of-the-art of journey planning systems

Current research has suggested that the effectiveness of good journey planning systems, e.g., EUROSTADO, has been compromised by the lack of user satisfaction and perceived usefulness. Indeed, information has become such a vital commodity that one can argue that informed travelers are the key to successful future transport service provision. One of the responses to this need for informed travel planning and execution has been the development of internet-based journey planners, several of which are offering a range of services to travelers who have been trained on the development of internet-based journey planners. These systems provide travelers with updated travel information, including multi-modal travel planning services.

For more than a decade, many advanced public transportation systems have been developed in cooperation with the WISETRIP project. The objective of this provision is to determine the potential for various transport systems, e.g., the Swiss micro-cars, to offer travelers a comprehensive journey planning service. The results are currently being evaluated by the project participants. In particular, the systems offer travelers a comprehensive journey planning service, including: travel times and distances, public transport timetables, congestion information, and estimated travel times.

Recent research has suggested that the effectiveness of good journey planning systems, e.g., EUROSTADO, has been compromised by the lack of user satisfaction and perceived usefulness. Indeed, information has become such a vital commodity that one can argue that informed travelers are the key to successful future transport service provision. One of the responses to this need for informed travel planning and execution has been the development of internet-based journey planners, several of which are offering a range of services to travelers who have been trained on the development of internet-based journey planners. These systems provide travelers with updated travel information, including multi-modal travel planning services.

On the demand side, advanced in personalized information driven by technology changes means that passenger activity management methods appear more effective. However, information technologies have the opportunity to take off for passenger activity management services. The issue of meeting and managing passengerust satisfaction needs must therefore be addressed as well as the impact of providing services with user-friendly, user-friendly and other information. Unfortunately, there is a reluctance from the point of view of the passenger for the passenger activity management systems. This is the area where WISETRIP seeks to make a significant contribution. A second primary is a better understanding of the passenger’s expectations for information to be provided free of change while new technology allows a greater price tag (see Chapter 4).

The iTravel project intends to develop a service platform for the connected traveler that overcomes these key issues:

1. A "virtual travel assistant" service that accompanies a traveler throughout their travel, providing personalized, context-aware information and services when, where, and how needed.
2. The integration of e-commerce and Internet technologies to create a "virtual shopping assistant" in the travel and transport services sector.
3. "Virtual ecotourism" of virtual reality services that is designed to create a "virtual travel assistant" service that accompanies a traveler throughout their travel, providing personalized, context-aware information and services when, where, and how needed.
4. A "virtual shopping assistant" that integrates e-commerce and Internet technologies to create a "virtual shopping assistant" in the travel and transport services sector.

Key to the iTravel concept is the development of a community of service providers that can cooperate to provide personalized services to the connected traveler.

Further information about the project is available on the project website: http://www.itravel.eu. However, a blog for all the project partners and interested people is available at http://blog.itravel.eu, aiming to be a place to share future developments.
Introduction of External User Group

The WISETRIP External User Group (EUG) plays a key role in evaluating the project results and getting users' feedback on the project outputs in various workshops. In fact, the EUG will be regularly contacted in order to get a better understanding of their requirements. The EUG includes users, Traffic Managers, Public Authorities, Transport Operators, CNG, ITS, and other Service Providers and Research Organizations. The total number of External User Group (EUG) Members is 28, including 25 from 30 EU Countries: Belgium (1), Czech Republic (1), Denmark (1), Finland (2), Germany (5), Greece (1), Ireland (1), Italy (1), Spain (1), the Netherlands (1), UK (4) and From Other Countries: Australia (1), China (3), USA (1).

The EUG-related activities have been proposed according to the Workshop. In particular, the EUG members have been invited to the workshop and all relevant WISETRIP information and newsletter have been distributed to the EUG members. In addition, these EUG members have been confirmed their interest in participating in peer-review of project deliverables.

The full details of EUG can be requested from Dr. Xun.Yang@zhongtu.com, (e-mail: qwen@anhuin.com.cn).

References


7. ANNEX 4 – WISETRIP E-NEWSLETTER NO.3

**NEWSLETTER**

**WISETRIP Project**

Wide Scale research of E- alexations for the Multiple Journey Planning and
Delivery of the Intelligent Personalised data

**WIPESTRIP Consortium**

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Journey Planners?

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**WIPESTRIP Architecture**

The architecture of the WISETRIP project is structured to handle the demand and
provide a framework for the integration of existing systems and new technologies.

**Main Architecture**

Analyzing the WISETRIP Core functionality

The function of the WISETRIP Core System is to handle the submission and
processing of a specific User Query for travel information, as well as the
management of the response that is expected to satisfy the user demands. The
Core functions are interacting with the Journey Planners interface in
order to get the necessary information. To this aim, the WISETRIP Core System
includes the following functionality:

1. User Query submission:
   - Initial User Query: The system asks for the origin and destination, the time constraints and other limitations or user
     preferences that might exist.
   - Validation of User Query: Before processing the system validates the query details and ensures that no field is
     left blank.

2. Trip segmentation to partial journeys:
   - Analysis of partial journeys: the system identifies whether the initial User Query satisfies these one or more
     segments, analyzes the requested trip and segments and normalizes a series of queries to 0-1 that will provide the partial
     answers giving the trip segment to examine.
   - Management of international segments: an international segment might include an international segment (passport or visa) and
     the system should take in mind the appropriate international route. In case that the international segment is not provided
     the system will provide basic information about feasibility of transport among international and ports.

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**3. Formulation of final response:**

- Searching route for each trip segment: through the Journey Planner Interface, each partial route is processed and a route
  to full service is provided that takes into account the user’s preferences and the availability of transport among the
  international and ports.

3. Combination of trip responses: Given a partial response the system proceeds to put together these responses and
  presents them to the user. Some of the available responses might not fit the user’s criteria and these are marked by the
  User Interface as filtered out.

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**European Commission**

**WIPESTRIP Project Coordinator**

**WIPESTRIP Development Manager**

**WISETRIP Consortium**

**WIPESTRIP Guest Editor**
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The Greek ENOSIS Journey Planner
ENOSIS constitutes a user friendly and easy to use information service to support travelers within multimodal urban and interurban transportation paths in Greece. The service accomplishes the user's request with information on the mode and the time of departure, until the arrival at the destination. Scheme for ENOSIS, is the complete journey network highly fragmented - because of the numerous islands, the high sensibility of the passenger traffic and the insufficient railway network - the usefulness of the system is obvious in order to serve the needs of tourism and Greek population.

The searching of combined multimodal routes within the ENOSIS system is the first and unique application that can route alternative routes within multiple transport operators connecting ferry routes, flights, urban and interurban bus transport. It is the result of long year experience and research into issues related to routing algorithms and management of transportation networks.

The innovative feature of the system is the personalization function, which is based on the identification of critical points throughout the lifecycle of a trip and the relevant information that can be distributed through various means (such as mail and SMS). In order to make a trip easier, safer and the travel time will be reduced. As a result, personalized information about scheduled trips (route changes, scheduled time of departure - arrival, time changes, etc) is delivered to the passenger before and during his trip.

NEWSLETTER

The main functions provided by ENOSIS are the following:
- Search of a route within Athens metropolitan area (Attica): It concerns the search of an urban route within the road network of Athens (city and its suburbs). The search is based on transport operators, bus networks, Athens Metro, Athens Urban Transport Organization and Athens Bus Operators. The system provides to the user the results in detail (date and departure - arrival time at every intermediate station and transfer station) while there is the possibility to illustrate the proposed route on a map.
- Search of an intercity Greek route: this function is intended to locate transport routes that connect the majority of Greek destinations. It accepts within query data the origin and the destination, the time and other limitations that may exist (i.e. limitations to the transport operators). After processing the transportation network data, it delivers the result including all available combinations. For the selection of alternative route presented to the user the system combines routes of airlines, trains and intercity buses. In cases a the proposed route requires an urban transition within Attica (e.g. from Athens port to the center of Athens) the system also presents the relevant combination that may exist. The personalization function is used to provide the passenger with personalized information on the route (route changes, trip time, estimated travel time, estimated travel cost) as well as the possibility to illustrate the proposed route on a map.
- Personalization support: from the time that the user is using the personalization support the system collects the route that his/her trip (create a registration in the system), through the internet portal, and then after the user provides personalized information on the route (transport means, numbers, reservation, etc) the system provides the passenger with personalized information on the route (route changes, trip time, estimated travel time, estimated travel cost) as well as the possibility to illustrate the proposed route on a map.

ENOSIS project Coordinator
Free University of Berlin, Germany
enosis@wiwi.hu-berlin.de
www.enosis-network.org

The Finnish Journey.fi route planner
The country wide door-to-door journey planner Journey.fi (Liikentoimisto.fi) provides information on rail and bus connections and walking routes in Finland. The service includes also the local public transport connections of the biggest towns. The flight data has already been tested and will be implemented to the service in 2009. Also the ferry data will be included in the service (ferrying bases, bicyclists and workers). Originally Journey.fi service was a R&D project of the Ministry of Transport and Communications.

In the Journey.fi service user can give his/her origin and destination by picking the points on the map or giving the street addresses or PO box places. As a result the user gets detailed trip information and the route on the map. The routes are composed by using the public transport services. The information about the connection and the train and bus services comes from a combined data pool to where different service providers share their data as XML format.

Some figures about Journey.fi service:
- The amount of addresses in the service is about 26 million.
- The amount of road vectors is 8.5 million.
- The amount of time of travel max is 36 hours.

Traveline Scotland and Transport Direct
You can plan any public transport journey within Scotland and from Scotland to other places in the UK.

Transport Scotland (www.transportscotland.co.uk) aims to provide an accurate, up to date and frequent timetable information to get you to your destination by the quickest public transport mode.

On the Transport Scotland page you can select which mode or modes you wish to travel by (it is a free, full information on connections will be given to make your journey as smooth as possible).

The motorcycle service operator My Way (www.myway.co.uk) offers a range of services to support travelers. The service is available 24 hours a day, 365 days a year. The service can be accessed via the Internet, by telephone or by SMS.

Two or more vehicles can be used to complete the journey. In this case, the service provides information on all the vehicles used, including the time of departure and arrival at each stop.

The service is available 24 hours a day, 365 days a year. The service can be accessed via the Internet, by telephone or by SMS.

For journeys from Scotland to other places in Great Britain we advise you to use the website of Transport Direct (www.transportdirect.info).

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EASTWAY Project overview

The EASTWAY Project is one of the nine projects under the WISETRIP programme and aims to develop a European-wide traffic information infrastructure. It involves partners from several European countries and focuses on the development of traffic information systems that can operate across national boundaries.

- **Scope:** The project covers traffic information services for road users, including real-time traffic information, congestion management, and travel time prediction.
- **Objectives:** The key objectives of the EASTWAY Project are to develop a comprehensive traffic information system that is interoperable and can be implemented across different European countries.
- **Partners:** The project involves partners from Germany, France, the United Kingdom, and other European countries.
- **Deliverables:** The project will deliver a set of technical specifications, a traffic information platform, and a traffic information service.

The EASTWAY Project is expected to contribute significantly to the development of a European-wide traffic information infrastructure, which will improve traffic management and mobility for road users across Europe.
8. ANNEX 5 – WISETRIP E-NEWSLETTER NO.4

WISETRIP Project
Wide Scale rollout of an e-service for Modularized Journey Planning and Delivery of Trip Intelligent Personalized data

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Read more about the project!

WISETRIP Personalisation Services

The WISETRIP Personalisation System performs journey alteration functions and procedures according to the traveler's profile and trip needs. It is based on the information that each user is sent to each trip, processes alerts, messages, and provides notifications, defines when and how to send a notification message, and utilizes the necessary mechanisms in order to distribute this information. The idea is that the WISETRIP user reconfigures the system and creates his/her profile, giving personal details (e.g., full name, email, phone number, etc.) and defining preferences on transportation services. Based on the traveler's profile and user preferences, the following services can be provided either online or via SMS:

- Notification or disturbances;
- Trip challenges;
- Trip strategies;
- Travel recommendations;
- Real-time (during the trip) interaction with the traveler;
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9. ANNEX 6 – WISETRIP E-NEWSLETTER NO.5

**NEWSLETTER**

**WISETRIP Project**
Wide Scale Rollout of Codes for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised Data

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**WISETRIP Preview – Personalisation Services**
WISETRIP with interface is a user-friendly and easy-to-use combined transportatioin information system, able to get requests and provide multimodal trip annoyance and travelling information. For demonstration purposes a limited number of routes within Greece, Finland, UK, Italy and China are supported. In the previous newsletter we presented and analysed:

- the public journey planner section, where each user specifies his/her query for a specific trip and the associated criteria and WISETRIP system replies with a list of available trip solutions,

- and the profile section (user registration), where the user configures or edits his/her personal criteria.

This article focuses on the Trip Selection Section and the provided Personalisation Services. More specifically, user can select from the list of available trip solutions, the one that covers his/her preferences by pressing the “Save Trip” button. Trip selection is a service provided only for WISETRIP registered users and consequently, to proceed from that point on, user has to log in filling his/her username and password in the pop-up window appearing in his/her screen.

**NEWSLETTER**

**All saved trips are stored in user’s account in section “My Trips”**
Trips are separated to “Active” and “Expired” depending on the arrival data.

Personalised “Trip Services” are provided for all Active Trips. A set of
services is predefined, however, user can make modifications.
Several categories of personalised services are provided:

1. MyPreferences: user is able to choose the mean (SMS or email) that will be used by the system to notify him/her about selected trip. Moreover, user sets the time that a trip will active as well as the maximum percentage of waiting time he/she can spend if delayed.

2. Notify Possible Events: user can set up the type of trip events (e.g. train delay, car fault) he/she wants to be notified for, and the time that this notification will be sent.

3. Notify Trip Segments: user selects for which types of trip segments (e.g. international) he/she wants to receive any announcements affecting the trip.

4. Notify Airport/Train delay: user sets the time period that the validity of trip information will be checked by the system.

5. Notify Trip Replanning: user defines for what reasons (e.g. transportation availability, traffic conditions etc.) the system should automatically provide alternative solutions for the redesign of a trip.

6. User requests from the system to provide alternative solution in case of disturbance in the international segment.

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10. ANNEX 7 – WISETRIP E-NEWSLETTER NO.6

WISETRIP Project
Wide Scale research of 6 systems for Maritime Journey Planning and Delivery of Trip Intelligent Personalised data

THERE WILL BE A
The generation traveler of
the day?

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EUROPEAN UNION

WISETRIP Project Coordinator
Project Manager
WISETRIP Demonstration Manager
WISETRIP Guest Editor

Demo Site
Journey Planner
Provider

Finland
Kuusikki / Journey.fi
Doliha

France
BDELB
ATM / Best Engineering

Greece
Greek Journey Planner
FORINI / ALES

Hungary
Hungarian PT Planner
HUF/FEH/ETHÍMÉT/AUS

UK
www.wisetrip.co.uk

WISETRIP Project Coordinator
Project Manager
WISETRIP Demonstration Manager
WISETRIP Guest Editor

www.wisetrip-europe.org

Following the WISETRIP Demonstration Plan, the demonstration was carried out in two phases, i.e. Demonstration Phase I (Pre-Demonstration Phase) and Demonstration Phase II (public user trials).

The Pre-Demonstration Phase was carried out over the period middle May – middle June 2010 by a panel of some 30 professional testers (The Focus Group), testing to gain the recognition and user acceptance of the WISETRIP platform and services in a controlled environment, particularly in terms of information quality, user friendliness, expected journey planning efforts, etc. The pre-demonstration delivered useful feedback which was used for updating and improving the WISETRIP system before starting real-life public user trials.

The Demonstration Phase II started mid July 2010, to demonstrate and evaluate the WISETRIP services in real-life conditions involving a large number of active users. The purpose of this phase was to extend the pre-demonstration user acceptance evaluation and assessment, addressing the following two main assessment categories:

- User Acceptance, aimed at assessing the non-functional features of the system from the users’ perspectives;
- Willingness to pay, aimed at investigating the potential user willingness to use the system under various types and levels of charges.

More than 900 users from China, Finland, Greece, Italy and UK have participated in WISETRIP Demonstration Phase II. The final results of the demonstration have shown a high user acceptance of WISETRIP services and has presented an encouraging user willingness to pay for these services. Based on these positive outcomes, the WISETRIP Consortium is currently preparing appropriate strategies for exploiting WISETRIP results in the EU and worldwide.

WISETRIP Demonstration Success
After successful laboratory test of the WISETRIP platform (www.wisetrip.eu), the WISETRIP systems and services have been successfully implemented and demonstrated during 2008. Before the systems could be tested, a number of organisational measures had to be taken following both the WISETRIP Evaluation Plan and Demonstration Plan. The main organisational and preparatory activities included the following:

- A survey was carried out in December 2008 on the WISETRIP implementation status at individual demonstration sites.
- The Focus Group for the pre-demonstration phase was established in February 2010, with 10 members. Training and guidance was provided for the Group before starting pre-demonstration activities.
- The WISETRIP Support Team was created in May 2010, with one contact person at each demonstration site.
- A help desk was set up by the Project Co-ordinator FTINMET in co-operation with AURIE from the beginning of the demonstration activities.
- An information pack was designed and distributed to all test users, including user guide, summary description of journey planners at each demonstration site, testing requirements, and the questionnaires.

The following five journey planners have been involved in the WISETRIP demonstration:

- Demo Site
- Journey Planner
- Provider

Finland
Kuusikki / Journey.fi
Doliha

France
BDELB
ATM / Best Engineering

Greece
Greek Journey Planner
FORINI / ALES

Hungary
Hungarian PT Planner
HUF/FEH/ETHÍMÉT/AUS

UK
www.wisetrip.co.uk

Business Model Thoughts

Drawing near to the end of WISETRIP Project we have to study the potential business models that will ensure the optimum commercial exploitation and utilisation of the project’s results. A necessary prerequisite is the smooth operation of the system, the occupancy of the network and the alignment of the WISETRIP stakeholders to the system’s needs. Tactically, this means cooperation with all participating journey planners. The minimal operation costs should be estimated which in practice, revenue sources have to be studied.

Of course for any business model to succeed, WISETRIP should secure coverage over various transport modes and geographical areas that can bring the attention to wider travelier audience and larger population active in or even to other parts of the world (such as China, Australia, USA, Latin America) featuring significant travel activity. Furthermore, international cooperation. Therefore WISETRIP should seek the actions and synergies that will lead to the adequate level of coverage. WISETRIP should secure the participation of more transport modes from more countries and regions. Therefore, it can seek cooperation with Journey Planners and Transport Operators from other places.

A first outline of thoughts has led to the following alternative business models:

a) A marketing entity model: WISETRIP becomes a portal. Its power lies in a large collection of visits. Revenues come from the advertisement and promotion of Transport Operators and Journey Planners or other destination-based services. Ads, web service etc. Specific links could be offered according to a certain commercial policy.

b) eTourism report model: WISETRIP becomes an electronic distribution, a collection of booking services. WISETRIP acts as an agent of cooperating transport operators or other ticketing sales organisations that offer an online ticketing interface to WISETRIP so that its user can buy tickets for chosen services. WISETRIP demands a commission from the service provider.

c) Subscription / usage based tariff model: WISETRIP is a value-added service provider for travelers. It provides online and continuous information for planned and unprepared trips. In that case, revenue is expected from usage. Registrations and/or messages might be charged under a certain policy that should be attractive and reliable, remaining in accordance with the monitored willingness to pay.
We can consider two different cases for the subscription model:

- **Customer Subscription Model**: The subscriber is the user who pays for the service.
- **B2B Subscription Model**: The actual WISETRIP user is a travel service agent, and the subscriber is the travel service provider. The travel service provider can use the system to provide value-added services to improve customer satisfaction.

### Marketing to End Users

WISETRIP uses the travel agent and its associates to advertise services and should include the following:

- **Homepage**: The travel service provider’s homepage should include information about the travel service provider.
- **Social Media**: The travel service provider’s social media should include information about the travel service provider.
- **Email Marketing**: The travel service provider’s email marketing should include information about the travel service provider.
- **Dedicated Website**: The travel service provider’s dedicated website should include information about the travel service provider.

### Marketing to End Customers

WISETRIP uses the travel agent and its associates to advertise services and should include the following:

- **Homepage**: The travel service provider’s homepage should include information about the travel service provider.
- **Social Media**: The travel service provider’s social media should include information about the travel service provider.
- **Email Marketing**: The travel service provider’s email marketing should include information about the travel service provider.
- **Dedicated Website**: The travel service provider’s dedicated website should include information about the travel service provider.

The selection of one of the above-mentioned exploitation directions does not mean that the WISETRIP provider cannot choose to combine two of them or even all three. Some providers are also using WISETRIP for different customer types. A study of the requirements for alternative models will be undertaken in the next years with information on the travel service provider, and the WISETRIP provider.”

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Updata of WISETRIP in UK

Development of the UK’s Traveline Journey Plan network is progressing, and from September 2020, the full UK network is now available through any of the regional sites. This has resulted in the possibility of visiting areas in the UK through WISETRIP, which has been made available to the public.

**Updates of WISETRIP in Hangzhou, China**

As the WISETRIP city in China, Hangzhou has been leading in the use of intelligent public transport systems and services in China. After joining the WISETRIP project, Hangzhou has accelerated ITS development and implementation activities. The current traffic and transport information services include the infrastructure platform containing Intelligent Data Centers (IDC) and an advanced ITS information management, data processing, data acquisition, road monitoring, information services, and service management. The bus travel real-time information service system and Intelligent Public Transport Information Integrated Platform are under construction, which will provide real-time services for bus routes, but also public transport services for turtles, bicycle volunteers, travel destinations, and public transport services.