D72.3

The MOBiNET Provider Community Governance

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Version Control

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0.2	20/04/2015	Zeljko Jeftic (IRU Projects)	Added target MPC partners based on internal discussions
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Abbreviations and definition

Abbreviation	Definition
Provider community	Organizations providing services or data to MOBINET. The provider community consist of data providers and service providers. Data providers only provide data, while service providers provide a more integrated service often using data and services from others. Some data providers can offer improved quality of data, which resembles a service so the border between data providers and service providers is not always very distinct.
End user community	End users can be businesses or individuals. They use services offered by service providers. End users' use services and provide neither data nor services. If end users occasionally provide data or service, they will also be included in the provider community independent of the end user community.
Business Model	A business model consists of a set of managerial choices and the consequences of those choices. It consists of four elements: a customer value proposition; a profit formula; key resources; and, key processes.
ICT	Information and Communication Technologies
ITS	Intelligent Transport Systems
MLE	MOBINET Legal Entity. The overall organisation taking care of MOBiNET.
MLE Board	The governing body of the MLE
MOBiCENTRE	The distributed ICT platform providing access to the MOBiNET enablers
MOBiNET service	Any service realised, provided and used in the context of MOBiNET system
MOO	MOBiNET Operation Office is the entity in charge of operating the MOBiCENTRE
MoU	Memorandum of Understanding
MPC	MOBiNET Provider Community
ToR	Terms of Reference

Executive Summary

This document focuses on the methodology and actions undertaken by the MOBiNET consortium to grow the service provider community. Therefore this deliverable is linked to the work already presented by D72.2 "Provider Community Launch and Plan for Engagement", to the work on the definition of the provider community governance started through the deliverable D72.1 "*The MOBiNET Provider Community requirements and model"* and the work of work package *6.2 Organisation and governance.* In order to engage external stakeholders it is also very important to understand the relevant business model to leverage on interest in joining the community. D6.1.2.2 Business models is therefore also taken into consideration.

Following the launch of the MOBiNET Provider Community (MPC) there is a need to ensure steady membership growth by attracting new members. This deliverable focuses on the further definition of rules of the Provider Community and specification of next steps in order to ensure its proper growth and governance especially by attracting external parties. A summary of achievements in growing the community at the time of D72.3 submission is also presented.

The governance and rules are described to a large extent indeliverables D6.2.3.2 "Organisation and Governance", however to enable readers to understand this document as a "stand-alone" report a summary of major outcomes is provided. Membership subscription, intellectual property and ownership, and membership exclusion rights are presented.

This document also presents services provided by the MPC to, and for benefit of, its members. These are promotion of the MOBiNET Marketplace, Membership subscription, Communication to and between members, Monitoring of relevant trends, Development of Terms of References (ToR) for joining MPC and Development of contract templates for one-to-one and one-to-many business relations.

Finally the deliverable also specifies responsibilities of key members according to their roles in the Provider Community.

The set of rules of the Provider Community is a public document which in the future could be used as a reference when attracting new members. As the overall concept of the MOBiNET Marketplace post-project organisation and governance is being explored and since the Provider Community is expected to grow significantly and evolve in its organisational structure it is expected that further updates of this deliverable will be needed.

1. Introduction

Deliverable D6.2.3.2 "Organisation and Governance" has already defined the governance framework for the MOBiNET Provider Community. This will be briefly presented in the current deliverable in order to make this document understandable as a stand-alone document.

1.1. Objectives and context of this document

The motivation for establishment of MPC, was already addressed in the deliverable WP7.1 which states: "The need for the creation of a MPC has been recognised by the members of the MOBiNET project team". A general consensus has been achieved that the MPC can actually become one of the main drivers for MOBiNET taking off. As a matter of fact, independently of the Information and Communication Technologies (ICT) environment that will be developed and demonstrated by the project, in order to become economically sustainable and credible, MOBiNET needs that a sufficient number of providers share the vision about the mutual benefit deriving from the deployment of a framework where contents and services can be made available to third parties interested in using them to develop and offer innovative Intelligent Transport Systems (ITS) services.

Without the establishment of such a shared vision among the providers, it would be hard to motivate the effort and the costs related to the deployment and operation of a distributed ICT environment needed to support the MOBiNET vision. The process of developing this vision should involve both private and public organisations and it is important that this process starts already during the current development phase of the MOBiNET project. This way, the realistic requirements coming from the experience of a daily operational environment can be taken into account and reflected in the way the entire MOBiNET concept will be developed and tested so providing a greater level of credibility to the value proposition coming from the project.

An initial group of MPC has been established among the interested partners within the MOBiNET Project. As soon as the platform, components and services will be fully operational it will be open to all potential providers of data and services."

2. MPC rules and services

This section addresses services that could be provided by the MPC and rules related to participation in the community. Prior to that, a summary of the most relevant results coming out of an initial survey are presented.

2.1. Rules for the provider community survey – initial view

The work done through work package 7.1 provides an initial, but still valuable view when it comes to participation rules and governance of the MPC. The main results are summarised below.

The earlier performed survey with a limited number of stakeholders indicated that MOBiNET needs a provider community, with registration to access commercial, priced data and services.

There are some disagreements about access to open, free data which could be allowed without membership, but the majority of survey respondents requires membership.
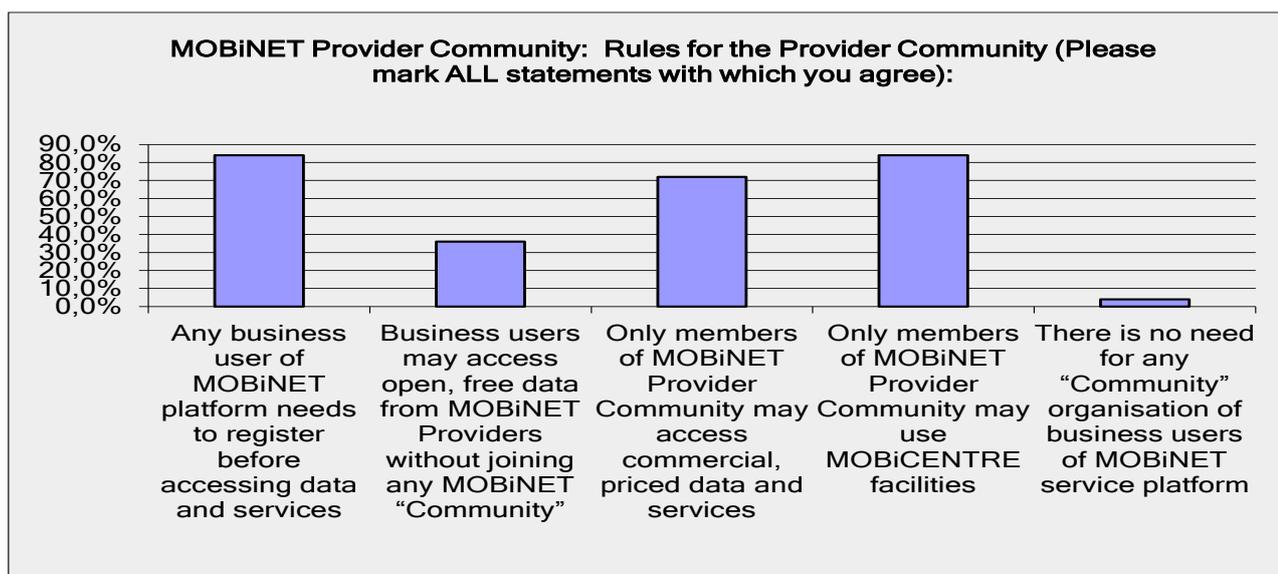
Figure 1. Rules for the provider community

82 % answered that "Any business user of MOBiNET platform needs to register before accessing data and services"

35 % answered that "Business users may access open, free data from MOBiNET Providers without joining any MOBiNET community"

72 % answered that "Only members of MOBiNET Provider Community may access commercial, priced data and services" while 82 % answered that "Only member s of MOBiNET Provider Community may use MOBiCENTRE facilities".

4 % answered that "There is no need for any community organisation of business users of MOBiNET service platform".

Furthermore, on another question, some 36 % stated that the MOBiNET Provider Community should be a separate entity independent of MOBiNET Legal Entity (MLE), while 68 % agreed to the statement that "The MOBiNET Provider Community should be governed by MLE".

These two statements are contradictory and indicate that there is need for further dialogue within the consortium and a need for more discussions with stakeholders outside the consortium.

Finally, answers related to the provider community indicated that 75% of respondents agree that the approval of the members of the provider community shall take place through MLE. In addition, 80% agree that the MLE shall be able to exclude members of the provider community.

Given these responses it is clear that MPC and MLE need to be closely aligned, at least in the foreseeable future.

2.2. MOBiNET platform functionalities

In order to involve external service providers in the MOBiNET community a 3-step methodology has been adopted. The methodology and plan are described in chapter 4 of deliverable D72.2 "Provider Community Launch and Plan for Engagement"

2.3. Membership subscription rules and process

The basis for membership subscription process was provided in deliverable *7.1 The MOBiNET Provider Community requirements and model*. Parties who invest in commercialisation of the MOBiNET Marketplace platform and the establishment of the MLE will have an interest in establishing clear rules for monitoring and approving access to the membership. The same is relevant for the MPC existing data and service provider members. Therefore there is a need to have clear rules and open dialogue between MLE and MPC on this point. Since it is in all organisations' interest to ensure fast uptake of the MOBiNET solutions, clear and transparent membership subscription process and rules are needed.

Similar membership procedures can be found in organisations such as ERTICO – ITS Europe, the International Road Transport Union (IRU), and others such as UITP, POLIS and CEDR. It also needs to be highlighted that other possible commercialisation strategies could be possible for MOBiNET, such as described in the deliverable *D6.2 Organisation and Governance Models* where comparisons with several organisations such as Covisint, Amadeus and Swift was performed.

To ensure economical viability of the platform there will be a need for revenues to cover different costs of operation. These revenues could come in a form of membership fees in the MPC. Such fees would be needed to support the MPC and MLE secretariat to provide daily operational support, promotion, marketing and sales work in order to attract new data and service providers to join the MOBiNET platform. As mentioned earlier, these points need further discussion internally within the consortium and with external stakeholders.

Following the establishment of the MPC as a more formal body with the related internal organisation, a subscription process can be implemented.

The process of subscription by a Provider entails:

1. The data or service provider officially applies to enter the community by filling in a specific template defining the organisation's main work, motivation why they would like to join MOBiNET platform, experience in the field, etc.

2. The MPC members review and approve the entrant application

3. The legal representative of the provider signs the Term of Reference (ToR) and formally agrees to respect the rules established by the MPC

4. The provider is assigned one "MOBiNET Provider Identity" domain including at least one MOBiCENTRE account with domain administration privileges, referred as to as the "Domain Administrator"

5. The "Domain Administrator" of the entrant data or service Provider is then enabled to create, under its own responsibility, the accounts for all its employees that will have the right to access and use the MOBiCENTRE features on behalf of the Provider. The Domain Administrator is responsible for the creation, maintenance and deletion of the credentials and related access and operational privileges for all its operational users

6. The Provider can start operating in MOBiNET platform according to the rules established in the ToR

7. Their first provision of either data or services will be checked by an already pre-selected MPC member for quality.

8. Following a successful quality check, data or service will be made available to all via MOBiNET.

The presented model (steps 1-6) above works well for partnership organisations. However, it is under discussion in the project consortium if this is the right way to work even when it comes to dynamic data and service providers.

Steps 7 and 8 are usually not used in partnership organisations, but would be needed to ensure quality of the relevant service or data.

Naturally, such a thorough application-revision process establishes confidence between MPC members; on the other side it might be deterrent towards building a wide community. Therefore, another option that is under consideration is a lighter approach with an easier registration process allowing service and data providers to publish their services and data without need to be checked by the MLE. This could enable faster introduction of new content into the MOBiNET platform. In order still to allow certain level of quality, a reporting functionality could be used to allow end-users to flag inappropriate or malfunctioning services and data with low quality.

2.4. Intellectual property, ownership and usage rules

The basic principle for the operation of MPC is that it will work towards ensuring full respect for intellectual property rights and existing ownership. Any party which chooses to join MPC shall be ensured that it still maintains the full ownership of its data or services.

In the relevant documents, such as ToR for joining MPC, and in business contract templates (presented later in this deliverable) this has to be clearly presented. In addition, usage rules need to be fully defined.

The use of open access data will be open to any third party, wishing to use it for providing added value services. Data which could be made available through MOBiNET but is not identified as open access, will be provided under specific conditions.

2.5. Exclusion from the membership

In addition to having clear membership subscription rules, it is important to have rules and processes for excluding a data or service provider from the MPC. The MPC ToR will define situations when exclusion should be considered, for example:

- if a provider is infringing on another provider's intellectual property rights or ownership of data,
- if a provider is using a service or data from a third party for other purposes than those specified under condition for the usage of that service,
- if a provider is breaking law or good business practices in any way

2.6. MPC services

The exact services to be provided by MPC will evolve as the maturity of overall MOBiNET Marketplace structure increases. Currently, it is can be foreseen that the MPC will be providing to, or performing services for the benefit of, its members:

- **MOBiNET promotion**, with the goal to increase the membership base, which is essential for the wider uptake of data and services using the MOBINET platform,
- **Membership subscription**, as described earlier,
- **Communication to and between members**, where MPC will organise a common information sharing portal, potential newsletter as well as general assembly events where members can learn about each others' work and establish new business relations,
- **Monitoring of relevant trends** will be an important service since the field of Marketplaces is ever evolving,
- **Development of ToR** defining common rules for all members participation in the MPC, and
- **Development of contract templates** that could be used for establishing one-to-one or one-to-many business relations.

3. Organisation of the MPC

The MPC is intended to gather private and public stakeholders and to create the ecosystem initially needed to develop and agree on a common strategic vision and mission for the MOBiNET framework and then to set up the legal and operational organisation.

From a practical standpoint, the stakeholders of this initial MPC will be the ones that will have to decide how to set-up the MOBiNET organisation by:

- discussing and deciding on suitable business models

- deciding the guidelines, the driving principles and the organisational aspects

- recommending operational and management aspects

As presented in deliverable 7.1, there are three possible ways how MPC could be organised. Short descriptions follow below:

3.1. No Formal Organisation – creation of MPC Forum

In this scenario the MPC is simply an open forum with almost no obligation for its members to commit to the MOBiNET vision and establishment, with the advantage not to require complex legal agreement and it is therefore considered suitable to start the initial activity of the MPC. This is the current model used during the current implementation stage where external stakeholders are invited to become a MOBiNET "follower" and to participate in the project presentations/showcase of results.
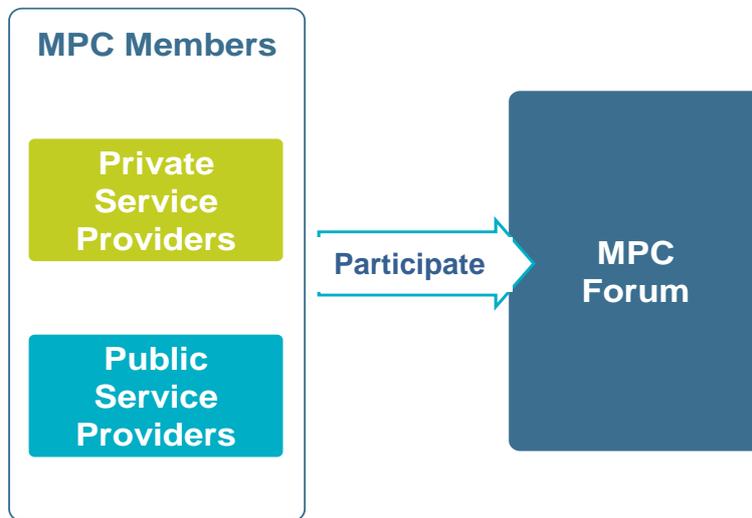
Figure 1 - MPC No formal organisation – MPC Forum

3.2. Light Organisation

In this option, the organization consists of a minimal structure that might also prove to be suitable to support initial operation for MOBiNET. In this case, the MPC members are not just part of a Forum as for the previous option, but belong to a General Assembly aiming to develop, discuss and agree on the strategic vision backing MOBiNET and to nominate their representative in the MLE.
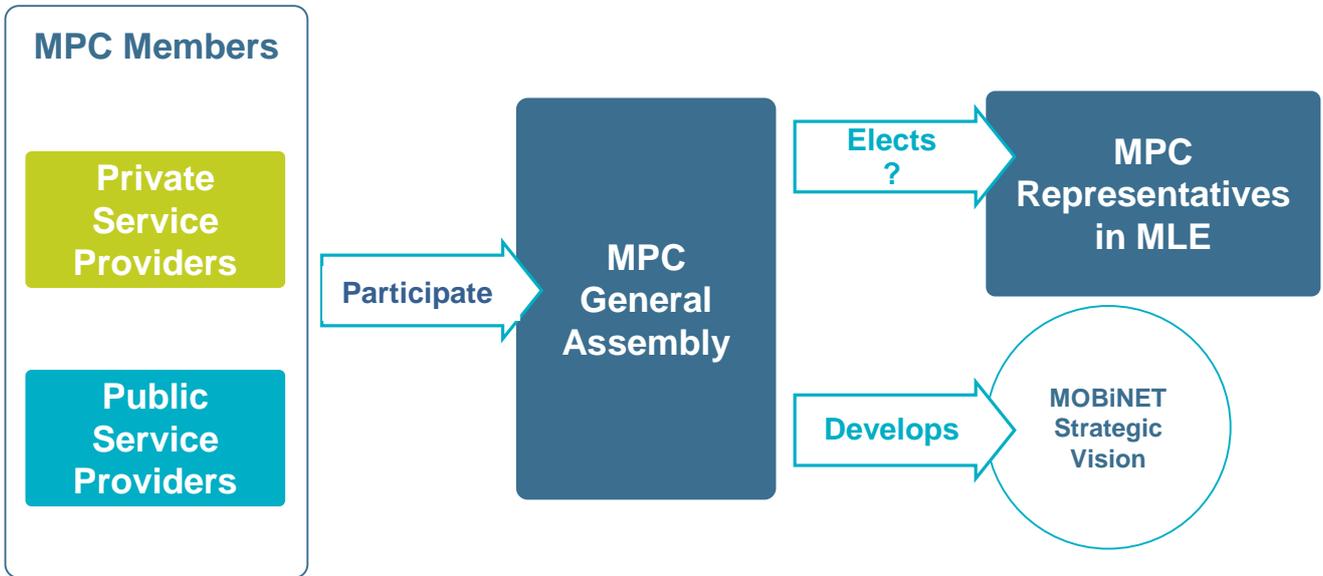
Figure 2 - MPC Light organisation

The goal is to progress discussions with internal project partners and with interested external stakeholders to investigate viability of such a set-up by the end of 2015. By that time the consortium should have gathered enough external stakeholders to join the MPC Forum, could hold its first MPC General Assembly and elect its representatives into the MLE. Here again, the developments of MLE and MPC will be dependent on each other. Both will depend of further discussions within consortium and discussions with external stakeholders.

3.3. Structured Organization

The third scenario consists of a more complex organization which will require further discussions during the project lifetime. Such an organization could be established following examples of the existing platforms presented in deliverable 6.2, namely Covisint Corporation Engagement Platform, Amadeus Travel Information Platform and Swift Network for Financial Messages.

As acknowledged in deliverable 6.2 there is also a risk that one single actor could take on the responsibility of operating MOBiNET.

A third option, shown in Figure 4, considers the MPC to be an organization by itself with the consequent need to establish its own *Management Office* that is responsible for the membership subscription and other services.
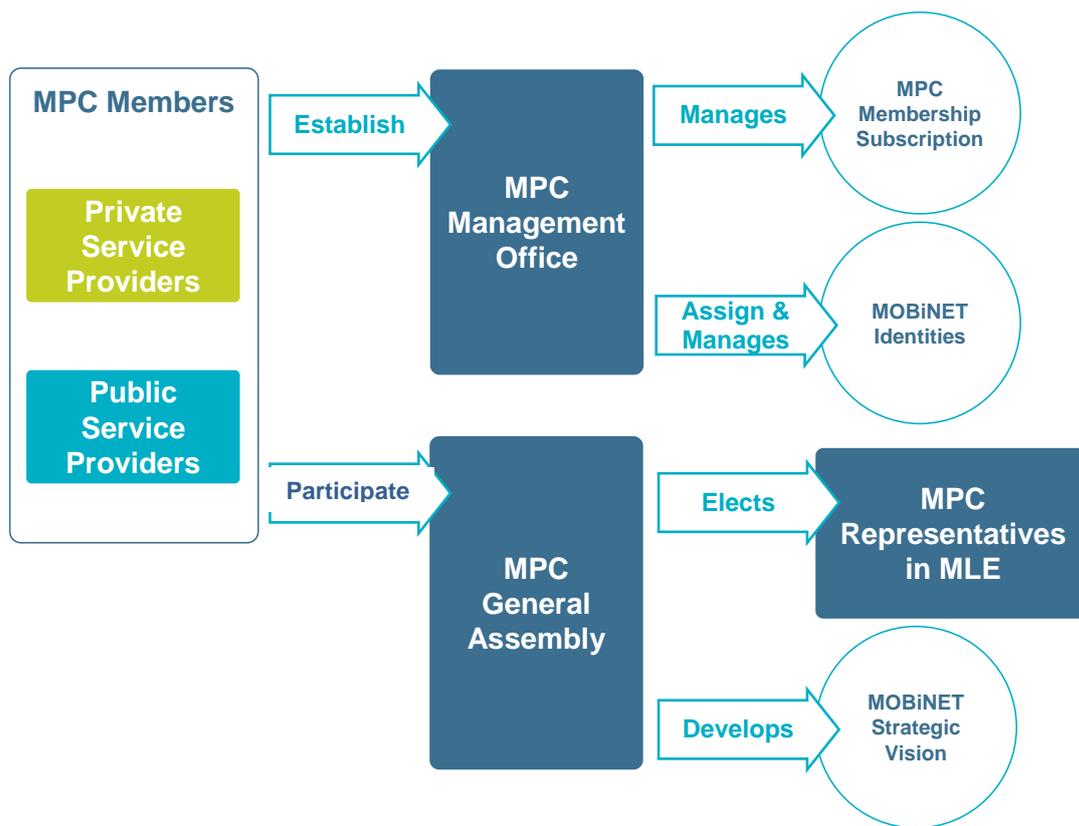
Figure 3 - MPC structured organisation – option1

3.4. Towards full implementation

The MOBiNET consortium had identified 3 phases towards MPC implementation. Phase 1 targeted only project partners, while Phase 2 also included external parties. Phase 3 will be going in a direction where a more formalised body would be established, such as General Assembly to provide formal inputs and elect representatives to the MLE.
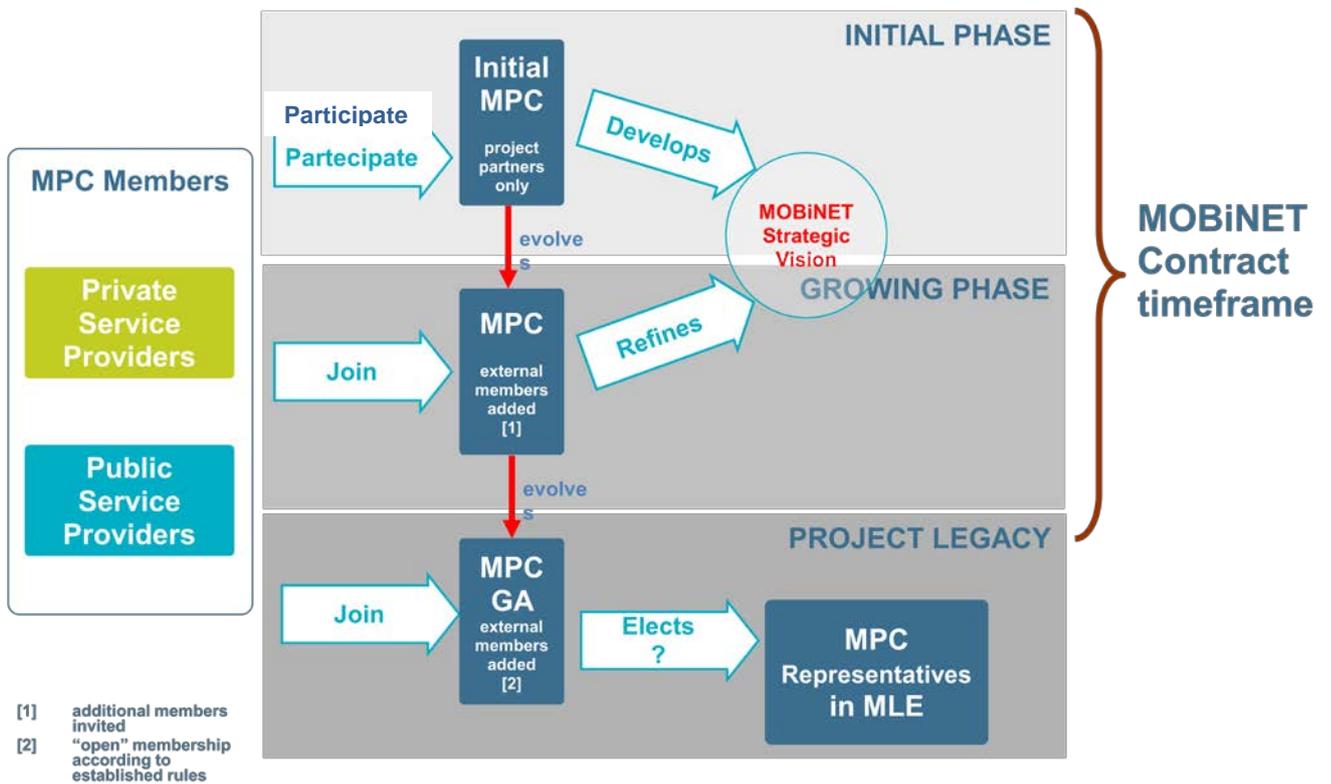
Figure 5 - Phases for MPC implementation

At the time of submission of this deliverable (March 2016) phase 1 has been completed and the consortium is running phase 2 of the process for the MPC implementation.

Execution of Phase 2 of MPC implementation

Currently the project work is focusing on Phase 2 by targeting additional, external stakeholders to join the MOBiNET community and establishing more formal basis for both MPC and MPE.

In order to involve external service providers in the MOBiNET community a 3-step methodology has been adopted. The methodology and plan are described in chapter 4 of deliverable D72.2 "Provider Community Launch and Plan for Engagement".

Step 1: Investigating interest	- Circulate questionnaire (Seedling Provider Community to their networks and related events) and collect feedback (target 40-50 service providers) - Informative leaflet distributed to potential service providers and discussion initiated with a number of service providers

Step 2: Approach potential MPC members with more concrete details on technical and business issues	- More developed questionnaire (target 20-30 service providers) and analysis of data/services to be potentially integrated - ERTICO sector platform; Service Providers, Users and Traffic and transport Industry

Step 3: Letters of commitment signed and services/data published in the MOBiNET platform	- Services/Data published and available in MOBiNET(target 5-10)

The following time plan was presented:

Step 1: Investigating interest and collecting further Requirements	Step 2: Approach potential MPC with technical and governance details	Step 3: Services/Data published
June 2015-	January 2016-May	June 2016-August
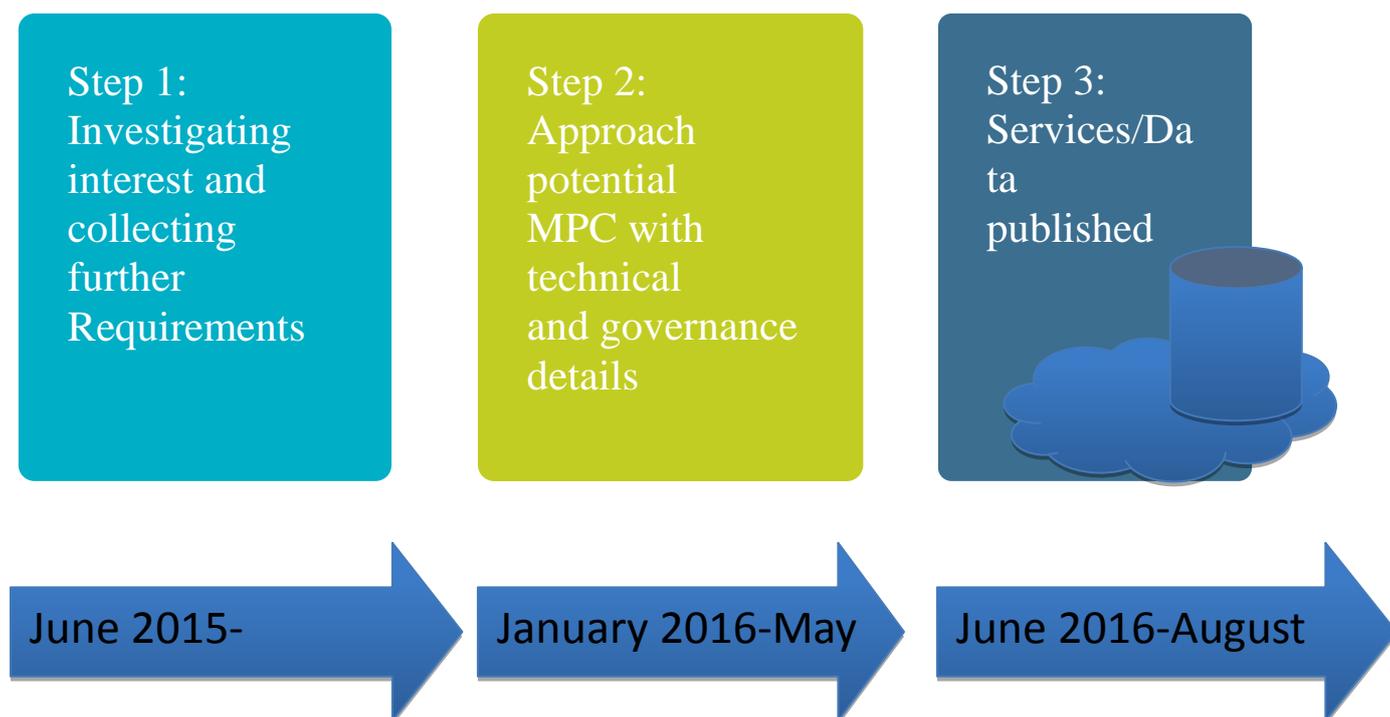
4. Targeted members of MPC

This chapter structures MPC members into data and services providers, with the goal of mapping MOBINET existing partners towards specific categories and identifying external companies/organisations which MOBiNET intends to invite to join its Marketplace.

4.1. Data providers

Below is a list of data providers, with expanded set of project-external stakeholders, who are used as examples of primary targets for MPC. They have been chosen as they represent either front-runner organisations (e.g. TMB on open access to their transport data), or are some of the leading commercial companies in their field (e.g. TomTom on traffic data provision).

Data	MOBiNET Partner providing the data	Examples of other companies/organisations providing different types of data to be invited to join MPC
Public transport data	Infoblu, TfL,	Helsinki Public Authority, RATP (Paris), TMB (Barcelona)
Map data		Here, TomTom, OpenStreetMap
Traffic data	Infoblu, Norwegian Public Roads Administration, 5T	TomTom, INRIX, Here, Mediamobile
Transport operator data provider	TfL	STIB (Brussels), SL(Stockholm),
Weather data		European Centre for Medium Range Weather Forecasts
Road infrastructure data	North Denmark Region, Norwegian Public Roads Administration	ASFINAG, Rijskwaterstaat, Highways Agency, ASFA

Table 1 – MPC initial list of targeted data providers

4.1.1. Public data providers

The main role for providers of data from the public side (mainly found under Public Transport and Road Infrastructure Data) is to act as a main source of information related to these two points. They do so in order to enable multitude of third party service providers to develop useful end-user services thus improving mobility in their constituency.

The information provided by public side needs to be of highest possible quality. However, having in mind that these stakeholders are providing the data through open access, not having direct financial benefits from its use, the quality of available data might differ from case to case.

4.1.2. Private data providers

The role of the private data providers, such as Here, TomTom and INRIX will be to provide additional data sets. These companies already today provide such commercial data packages thus their role and responsibility will not change. MOBiNET for them, at least in the beginning, will be seen as an extra sales and delivery channel.

4.2. Service providers

The equivalent list of initial service providers targeted by MPC is presented in the following table:

Service	MOBiNET Partner	Examples of other companies/ organisation types providing services, to be invited to join MPC
Public transport services	Pluservice, Thales Services	Arriva
Taxi services		Taxi fleets incl. taxi app suppliers such as eCab and Taxi.eu, as well as taxi companies
Traffic service	InfoTrip S.A., Swarco Mizar S.p.A.	TomTom, INRIX
Transport operator service	Swarco Mizar S.p.A., ACS, Peek, Allianz Telematics S.p.A.	iDBus, Eurolines
Dynamic events service	Swarco Mizar S.p.A., ACS, Peek	ASFA, ASFINAG
Navigation and routing service	InfoTrip S.A.	PTV, TomTom
Parking service	IRU, ACS	Vinci, ParkYourBus
Ticketing service	Pluservice	

Localization and monitoring service	Volvo	Road Angel,
Analytic tool for predictive analysis service		SAP
Multimodal travel assistance	InfoTrip S.A.	Amadeus, Rome2Rio
Car rental services		HERTZ, AVIS
Insurance services	Allianz Telematics S.p.A.	AXA
Telematics data provider	Volvo, CRF, Allianz Telematics S.p.A.	OctoTelematics

Table 2 – MPC initial list of targeted service providers

4.2.1. Public and private service providers

When it comes to offering services more options are available from private providers. Their main goal is to provide added-value services, which will generate revenues. Public side might provide free of charge services, for example, road traffic information in order to improve efficiency on their roads.

The trend of cooperating between private and public sides, especially in providing road transport services, is increasing as public authorities have severe restrictions on new investments and the competition on the private side is strongly increasing.

4.3. MPC roles and responsibilities

The success of attracting wide range of external data and service provides will depend on joint action by all MOBiNET members, test sites and work packages from Management to Dissemination. However, there are project partners who have resources allocated in the project and should act as drivers behind the establishment of the MPC, namely ERTICO and IRU Projects.

These partners have specific tasks on promoting the MOBiNET work towards external providers through events, one-to-one meetings, questionnaires circulated among their membership and other means. ERTICO will focus primarily on ensuring wide interest from public authorities (e.g. cities who are already planning to provide open access data), and ITS companies. IRU Projects will focus on attracting fleet operation relevant stakeholders, providing services to buses, coaches, taxis and trucks.

4.4. Engaging the community

Following the 3-steps approach presented in chapter 4 of deliverable D72.2 "Provider Community Launch and Plan for Engagement", a first questionnaire was created and circulated through several channels (questionnaire presented in D72.2). Here below a table summarizing the results of the questionnaires is included.

N.	Interviewed SP	Country	Type	Interested in marketplace?	B2B	B2C	Depending on other SP	Local	Nationally	Internationally	Small	Medium
1	Key Driving	Belgium	SME	Y	1	0	1			x	x	
2	Comtrade	Slovenia	LE	Y	1	1	1			x		x
3	ANAV	Italy	National Bus Association	Y	1	0	1	x			x	
4	CPT	UK	National Bus Association	Y	1	1	1	x			x	
5	Taksiliito	Finland	National Taxi Association	Y	1	1	1	x			x	
6	KNV	Netherlands	National Bus Association	Y	1	0	1	x			x	
7	TaxiLU	Luxembourg	National Taxi Association	Y	1	1	1	x			x	
8	BAMAP	Belarus	Association of International Road Carriers	Y	1	0	1	x			x	
9	Link Technologies	Greece	SME	Y	1	0	1			x	x	
10	Sopra Steria	france	LE	Y	1	0	1			x	x	
11	Taxi.eu	Germany	Taxi association and taxi app	Y	1	1	1			x	x	
12	e-cab	France	Taxi association and taxi app	Y	1	1	1			x	x	
13	Taxi40100	Austria	Taxi association and taxi app	Y	1	1	1			x	x	
14	Taxi Deutschland	Germany	Taxi association and taxi app	Y	1	1	1			x	x	
15	Karhoo	UK	Taxi app aggregator	Y	1	1	1			x		x
16	Wincor Nixdorf	Germany	Back-office solutions provider	Y	1	0	1			x	x	
17	Itero	Lithuania	Parking and PT app - SME	Y	1	1	1	x			x	
18	Abelium	Slovenia	demand responsive transport shuttles between Slovenia and Italy	Y	1	1	1			x	x	
19	COOSS	Italy	Services for elderly people including dedicated mobility services	Y	1	1	1	x			x	
20	appTaxi	Italy	Taxi association and taxi app	Y	1	1	1		x		x	
21	Tper	Italy	Regional Transport Operator	Y	1	1	1	x			x	
22	HUBJeCT	Germany	SME - service hub	Y	1	1	1		x		x	
23	AITA	Moldova	International association of road hauliers	Y	1	0	1	x			x	
24	UNIT	France	Taxi association and taxi app (linked to e-cab)	Y	1	1	1	x			x	
25	Adriabus	Italy	PTO Pesaro e Urbino	Y	1	1	1	x			x	
26	Conerobus	Italy	PTO Ancona	Y	1	1	1	x			x	
27	ARPA	Italy	PTO Chieti province	Y	1	1	1	x			x	
28	Consorzio Grandabus	Italy	Consortium of 18 PT operator in Piedmont Region	Y	1	1	1	x			x	
29	FTV	Italy	PTO Vicenza	Y	1	1	1	x			x	
30	ATAC	Italy	PTO Rome	Y	1	1	1	x			x	
31	Friuli Venezia Giulia Region	Italy	Regional authority	Y	0	1	1	x			x	
32	Apulia Region	Italy	Regional authority	Y	0	1	1	x			x	
33	Marche Region	Italy	Regional authority	Y	0	1	1	x			x	
34	Tuscany Region	Italy	Regional authority	Y	0	1	1	x			x	
35	Calabria Region	Italy	Regional authority	Y	0	1	1	x			x	
36	Sardinia Region	Italy	Regional authority	Y	0	1	1	x			x	
37	TISAR	International	Multimodal traveller information platform covering the Adriatic macro-region	Y	1	1	1			x	x	
38	Norges Taxiforbund	Norway	Taxi association and taxi app (linked to e-cab)	Y	1	1	1	x			x	
39	Swedish Ministry of Transport	Sweden	Ministry	Y	1	1	1	x			x	
40	Unione Radiotaxi Italia -URI it Taxi app	Italy	Taxi association and app provider	Y	1	1	1	x			x	
41	ParkYourBus	Italy	Platform and app for parking of buses and coaches	Y	1	1	1			x	x	

Table 3 – Summary of step 1 collected feedback from service providers

The target set to interview 40-50 service providers has been reached.
SPs have been approached on the topic of an e-marketplace that could be enabled by a platform (like MOBiNET) and overall the concept is recognized to be very interesting and perceived as a driver for business development. Here are some of the comments collected on the perceived "value" of MOBiNET platform:

MOBiNET can offer tools for comparing available content/services/providers (e.g. Data Quality Assessment)
Platform functionalities and links to other SPs enable new services (or services in a new way) to be developed and realized
Common development interfaces and interoperability make service development easier (e.g. TSP manager)
A single source for finding content to use in services
Services can be easily scaled-up through MOBiNET
Provides an easy way for finding available services of different kinds across Europe (or world) possibly along with usage data (e.g. for benchmarking, identifying commonalities)

Provide secure payment facilities (billing/clearing component)
Visibility for wider exploitation
Provide an interoperability framework and an upper level of clearing

Interviewed data and service providers represent a variety of business cases. A typical one is the "transport operator" (public or private company). This service provider could benefit in several ways from an e-marketplace1:
Data published could be used by someone to deliver services like traveller information, thus increasing the use of the transport service (increase information directly impacts on the use of the service)
Data and services published could be integrated with other services and data (this scenario is becoming more and more popular in the context of the fast growing MaaS concept)

The vast majority of service providers interviewed are not interested in the platform itself or in taking part to the organizational structure of the platform. They are interested in potential expansion of their business or integration of their services in new mobility models and schemes that might be enabled by the platform.
Therefore in order to engage service providers like mobility operators, it is essential to demonstrate how the e-marketplace can support their business model (for example by mean of an existing service like the MMTA, parking or billing).
Next steps towards community engagement will focus on service providers willing to make a step further and discuss about technical and governance issue. Results of step 2 and step 3 will be reported in the final deliverable of the provider community engagement.

In addition to external stakeholder involved through questionnaires there are also organisations working with project partners on the use cases. These partners are not receiving funding for their activities, but are providing their services and data.

Non-Stop Truck:

- Swedish Trafikverket

UBI:

- In the UBI development phase one TI's department (namely: Business Development) neither directly involved in the MOBiNET contract nor accounting any hour on the project was internally involved to assess (at its own costs) the exploitation potential of the proposed UBI use case from a business and strategic standpoint. The overall result was positive (detailed evaluation is considered to be confidential business information) and this results allowed TI to join the development and the support to the validation of the UBI use case even if this was not originally included in the DOW (additional internal TI funding was allocated to the purpose)

DRT

- On Boar Units (OBUs) from TomTom
- Satellite Navigation App from TomTom
- Traffic Information service from TomTom
- EasyNet SIM card
- PageOne, provider of the SMS and TextToSpeech service (APIs)

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[1] A paper titled "European e-marketplace for mobility: a business case analysis for long distance passenger road transport operators" has been submitted for presentation to the ITS Europe Congress and is currently under evaluation

- Trapeze (Trapeze is an existing system used by TfL from which the project team interface for booking information)

GLOSA

- Includes the public sector service providers delivering the traffic light data.

Parking

- The City of Aalborg, delivering real time parking data and giving access to use the City owned payment-carparks as test carparks for automatic payment.

RTTI

- Danish Road Authority delivering realtime traffic data
- V-Tron has also driven with the app on the a58 in the Netherlands and in Bordeaux; they have validated the app (and platform and data service behind it)

NPRA has intentional agreements with the university (NTNU) as well as within public transport (AtB) to test MMTA. Similar agreement for Helsinki pilot with InfoTripla, Mobisoft, Indagon and Tieto to validate the platform.

Further engagement to populate the MOBiNET platform with data was achieved for the Hackathon organized during the ITS World Congress in Bordeaux. Below is the list of external parties:

- Open data from the City of Bordeaux
- Open data from City of Glasgow (United Kingdom): Real- time traffic data from scoot sensors at Traffic Junctions; Real- time car park availability from City Parking car parks
- Satellite data from from cities of Helsinki, Bordeaux and Abuja (from Catapult Ltd)
- Bordeaux Tempus Multimodal Travel Assistant app
- hsl_api (Helsinki Region Transport API for public transportation data and routing): immediate access available after registering
- Finnish Transport Agency
  - o Digitraffic_traffic_disorders (Digitraffic real-time traffic disorder data)
  - o Digitraffic_road_weather_forecasts (Digitraffic road weather forecasts for Finnish main roads)
  - o Digitraffic_current_road_weather (Digitraffic current weather data from road weather stations)
  - o Digitraffic_current_fluency_data (Digitraffic current traffic fluency data for Finnish main roads)
- HSL_Journey_Planner_GTFS (Helsinki Region Transport public transportation data in GTFS format): immediate download for GTFS package available after registration

5. Interactions between members

The entire essence of MOBiNET is to act as a business enabler for sharing data and services between different stakeholders. Therefore the platform needs to enable both automated processes for establishing one-to-many business relations and interactions between members, as well as one-to-one business interactions.

One example of one-to-many business interactions is offering of vehicle insurance by multiple service providers. An existing service provider (e.g. truck driver community service provider) would like to enrich its service offer to its customers/users, by providing additional offering on multiple choices for vehicle insurance. In this case, the service provider would not need to have already pre-established one-to-one contracts with multiple vehicle insurance providers but could, with help of MOBiNET, present such an offer to its customers through a one-to-many business relation. In this example, the interaction between members could be fully automated. The service provider would in this case be able to provide an extra added value to its customers/users, and potentially benefit financially from the new sales of vehicle insurances which it has facilitated to its customers/users. The vehicle insurance provider would benefit from higher sales and would see such service providers as a specialised "promotion" channel towards specific, and already established, user groups (in this case truck driver community). Other examples of such one-to-many business relations and interactions could be open access data sharing, and numerous other types of services.

One-to-one business interactions need to be supported as well, as there always will be a need to have specific relations and interactions with preferred business partners. These interactions and business relations could follow already established business contracts. However, to enable establishment of new one-to-one business relationships, the MOBiNET platform will also enable interested stakeholders to:

- search for relevant partners
- gain understanding of potential partners offerings, as well as potentially their "business rating" as rated by earlier cooperation partners, and
- find primary contact details.

In addition, MPC could develop a template for one-to-one business contracts to be used where seen as beneficial. Such template contracts could cover roles and responsibilities of different partners, propose rules for dealing with intellectual property rights, conflict resolution and financial rules on cost and revenue sharing.

Considering the existing membership organisations such as ERTICO or the International Road Transport Union it is clear that one of the added values for their members is easy access to other members within the same platform. Joint information sharing between members through newsletters, forums on specific topics as well as general assemblies are popular means of bringing members together, enabling them to explore potential business opportunities. The MPC will also investigate such ways of interaction between members, thus providing another added value to its members.

6. MPC establishment – timing and commitment

As presented in the figure 5, there are three phases foreseen in the establishment of the MOBiNET Provider Community. The project has launched the phase 2, discussing MOBiNET Strategic Vision with external stakeholders, through the launch of the provider community and discussion with companies. This phase will last until the end of the project, as planned in WP7.1 and will be closely aligned with the strategy discussions and establishment of MLE.

Phase 3, where external partners have been added in a more formalised role is planned to take most of the discussions by the very end of the project, when considerable interest from multiple external stakeholders has been obtained. However, in the different pilot-site in MOBiNET and substantial number of external Partners are already cooperating with MOBiNET. This is an essential part and important as it shows a strong interest in the eMarketplace for Mobility services in Europe.

As an example The Non-Stop-truck services was only foreseen to operate in the Norwegian pilot-site but through intensive dialog with the Swedish Transport Administration, they are now included and committed to demonstrate the service. For this they signed and send a LoI to the MOBiNET Consortium.

One of the main strengths of MOBiNET is that it is covering a wide field of different mobility and transport services, from multimodal travel planning, to goods transport services to insurance services. This is also a weakness as it is obvious that the project will not be able to attract vast numbers of different service providers for each of these fields. Therefore, a specific set of data and service providers, as exemplified in the Chapter 4, has been identified and is being used as a first instance for targeting potential MPC members.

Currently, it is not foreseen that all external stakeholders interested in becoming members of the MPC, or even MLE, will do technical implementations on the MOBiNET project platform during the project lifetime. The aim is to offer a possibility to external stakeholders to port their services to the MOBiNET platform as a part of the ITS World Congress challenge, but that will not be a requirement for taking part in the MPC.

The commitment at this stage will be confirmed through Letters of Support for future operation of the platform, specifying clearly the foreseen benefits of MOBiNET after-project life to the data/service provider, but also identifying clearly each member's role in the MPC.

The following steps will be taken to further investigate this further until the next release of the deliverable:

1. Prior to the European ITS Congress in Glasgow, contact different types of external organisations identified in Chapter 4 and invite them to join the Forum
2. Develop ToR for the PMC together with WP6.2
3. Invite the interested external partners to use the platform when opened, to join the MOBiNET workshop to be organised after the European ITS Congress in Glasgow
4. Prior to the next review with the European Commission, develop an updated version of the current deliverable.

7. Conclusions

Attracting additional stakeholders to join the MOBiNET Marketplace platform during, and after the project ends is essential for the success of the project. From the work performed it is clear that there are several options for governance and organisational models of the e-marketplace. These discussions need to be finalised through discussions and agreement with a wider range of external service providers, which is planned for the final term of the project.

An important part of defining governance model of the MPC was already laid in deliverables 7.1 and 6.2 Therefore, this report takes up elements already done in that deliverable and takes them forward. Currently the work on MPC is done in a form of a non-formalised (non-legally binding) forum. The list of initial external stakeholder types has been provided, as well as rules for admission, exclusion and intelligent property and ownership rights and rules. Finally the report is summarised with an overview of the next steps in the development of MPC.