



Charter

Innovation and Scaling Group



Co-funded by
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1. Introduction

The deployEMDS project

The deployEMDS project supports the European Commission's (EC) initiative on a common European mobility data space (EMDS) that aims to facilitate data access, pooling and sharing for more efficient, safe, sustainable and resilient transport. It builds on initiatives and applications related to transport data and will be supported by initiatives to boost interoperability, security, and the availability and provision of data and services in the mobility domain. The EC outlined its proposed way forward in its [Communication on the creation of a common European mobility data space](#).

Aligned with the [European data strategy](#) and the [Sustainable and Smart Mobility Strategy](#), deployEMDS will support policymaking by enabling data sharing and reuse for efficient multimodal mobility and traffic management, as well as for measuring progress of sustainable urban mobility across Europe.

Following a use case approach, deployEMDS supports the EMDS initiative through 9 local implementations in: Barcelona, Budapest, Flanders, Île -de-France, Lisbon, Milan, Sofia, Stockholm and Tampere. These locations will be the setting for 16 use cases which will focus on the following broad themes:

- Data for mobility planning
- Public transport operation
- Multimodality
- Speciality travel information

The Innovation and Scaling Group

The Innovation and Scaling Group (ISG) is established under the EU-funded deployEMDS project to foster collaboration between project stakeholders and external large companies, SMEs, startups, and academia. The ISG is a matchmaking platform whose objective is to develop further innovative use cases for mobility data sharing with European cities and to broaden the spectrum of users of the emerging European mobility data space components.

2. Objectives

The main objectives of the ISG are to:

- Enable networking opportunities by facilitating introductions and meetings between businesses and other participants seeking potential partnerships.
- Foster collaboration and co-creation with public entities to create future use cases addressing real-world urban mobility challenges and develop/scale innovative solutions to showcase the practical value of making use of data space building blocks for data sharing.
- Promote knowledge exchange and peer learning on topics such as the implications of data spaces and the EMDS for businesses and relevant stakeholders.
- Sound deployEMDS developments with ISG members to ensure that the technical and governance developments take private actors' needs and perspectives into account and is future-proof.



3. Benefits for participants

Interested parties will be able to join the ISG and help shape a future common European mobility data space by cooperating with leading organisations and businesses in Europe:

- ✓ **Innovative solutions development:** Connect and collaborate with partner cities from deployEMDS and follower cities to refine and deploy real-world use cases that showcase the practical applications of mobility data and data space building blocks. The participants will have the opportunity to collaborate with targeted groups and develop and deploy innovative mobility solutions.
- ✓ **Enhanced market visibility:** Engagement in ISG activities offers wider market visibility, allowing participants to interact with various stakeholders from diverse business sectors and public organisations. Participants will gain insights into emerging trends and opportunities around the development of a common European mobility data space.
- ✓ **Policy and standards shaping:** Given the Europe-wide importance of the project, ISG members have the potential to participate and be heard on shaping future policies and standards. Recommendations generated from ISG activities will inform decision-makers at the EU and national levels on both needs and solutions connected to the EMDS, contributing to the development of robust regulatory frameworks and industry standards.
- ✓ **Access to well-established industry organisations and platforms:** Through the deployEMDS project, ISG members will have the opportunity to exchange ideas and collaborate with well-established industry organisations from the ITS sectors. This includes engagement with standardisation platforms such as CEN, CENELEC, ISO, TISA, and SAE Europe, as well as involvement with user/passenger organisations at both EU and national levels.
- ✓ **Develop synergies with other pan-European innovation initiatives:** The ISG will establish synergies with other relevant EU-funded projects and platforms, fostering collaboration and knowledge exchange. This includes pan-European initiatives such as NAPCORE, CITCOM.AI TEF, CCAM, C-Roads Platform, TM 2.0 Innovation Platform, TN-ITS and the MaaS Alliance. By leveraging these synergies, ISG participants can become aware of the bigger picture in Europe, amplify their impact and maximise project outcomes.
- ✓ **Engagement in project activities:** ISG participants will receive regular updates from deployEMDS and can actively engage in project activities, including proposed trainings and workshops on mobility data sharing and data spaces.

Overall, participation in the ISG provides a unique opportunity for stakeholders to not only contribute to the development of innovative solutions in connection with the EMDS but also to feedback policies, standards, and industry practices in the urban mobility and data space domain.

4. Scope and activities

The activities of the ISG are expected to evolve and expand over the project's duration, initially encompassing:

- Training sessions covering the EMDS vision, mobility data space building blocks (technical, business, governance and legal) and how to overcome the challenges in deploying local mobility data spaces and use cases based on the foundations of the EMDS.
- Matchmaking between ISG members and deployEMDS project stakeholders.
- Co-creation workshops in collaboration with the project's network of follower cities and partner cities to develop use cases addressing concrete mobility challenges.



Through these activities, the ISG will identify priority areas and challenges and define use cases relevant for the scope of deployEMDS for targeted solution development. These priority use cases will be defined and refined in collaboration with deployEMDS project partners and external networks before being considered for implementation by the pilot cities. The ISG aims to enable its participants to find suitable partners and work on the ideation and development of several use cases. The ISG aims to engage with at least 5 industry partners annually to develop use cases and foster collaborations. Topic areas include but not limited to:

- data availability in strategic areas including travel behaviour,
- sustainable urban mobility,
- improved traffic management,
- data for mobility planning,
- data for safety and security,
- multimodal integration, etc.

Furthermore, the ISG will organise biannual workshops (six in total, physical and hybrid where possible), to encourage collaboration, idea generation, knowledge sharing and solution development. The indicative dates for workshops are:

- 1st Launch meeting May/June 2024 (hybrid/Brussels)
- 2nd Workshop – October 2024 (in person in Stockholm)
- 3rd Workshop – April 2025
- 4th Workshop – October 2025 (co-organisation with Network of Follower Cities)
- 5th Workshop – April 2026
- 6th Workshop – October 2026

5. Composition

The main target of ISG is to bring together diverse experts from the private sector, but the ISG will also be open to representatives from academia. The ISG will comprise around 20 primarily European members, drawing from the ERTICO-ITS Europe public-private partnership and the EIT-Urban Mobility (EIT-UM) membership, while also considering other relevant networks.

The ISG shall consist of representatives from:

- **Large businesses:** Large private companies with expertise and experience in urban mobility solutions and data analytics such as data analytics, IoT solutions, transportation services such as ride-sharing companies, logistics firms, and mobility-as-a-service providers, etc.
- **SMEs:** Small and medium-sized enterprises specialising in technology, data collection and use, urban mobility services, application development etc.
- **Start-ups:** Start-ups developing cutting-edge solutions for mobility applications, such as shared mobility, IoT-enabled solutions, data-driven urban analytics.
- **Academia:** Researchers and experts from academic institutions with knowledge and expertise in relevant fields such as urban planning, data science, transportation engineering, etc.



6. Management and member selection

The ISG will be managed by ERTICO-ITS Europe and will be supported by RISE and acatech.

Through publications on the deployEMDS website and social media posts, the project will seek to recruit industry players interested in participating in ISG. These publications will be prepared by ERTICO. Technical and business experts will be selected by abovementioned managing partners from various business sectors with high relevance to deployEMDS objectives to join the ISG activities. To ensure the success of the ISG, new participants will be added to replace inactive or unengaged members.

The ISG group is open to all interested parties who are interested in co-creating innovative solutions relevant to the objectives of the deployEMDS project. The composition of the group will ensure that it contributes to reinforcing the competitiveness and digital sovereignty of the European industry and ecosystem. ISG participants who cannot produce results or proposals will be replaced organically. Participation will not be remunerated, and any potential travel or subsistence costs must be borne by participants or their organisation.

The schedule for ISG recruitment is as follows:

- April 2024: Launch of open call to join the ISG; application deadline April 29, 2024.
- First week of May: Review of applications and first list of accepted ISG members published.
- End of May 2024: ISG launch workshop.

7. Confidentiality and Data Protection

All ISG participants shall adhere to a confidentiality agreement (NDA) to protect sensitive information shared during discussions. Security-sensitive information will not be shared with the ISG.

The ISG shall respect the General Data Protection Regulation (GDPR) rights of individuals and entities involved in its activities.

8. Duration

The ISG shall operate for the duration of the deployEMDS project until 31 October 2026, with the possibility of extension based on mutual agreement among members. The launch of the ISG is expected to take place in May/June 2024.