The advent of new user-friendly contactless payment technologies, such as web-based, 2D readers, or Near Field Communication (NFC) payments (smartcard and Smartphone-based) have opened the door for new services that can effectively tear down interoperability barriers in current fare management schemes while offering a suite of extended services for multiple transport products. MobiWallet will exploit these technologies to address a range of scenarios highly relevant to the deployment of Interoperable Fare Management (IFM) systems throughout Europe. Focused on offering seamless intermodal mobility to entire cities and regions these IFM services will deal with multiple modes across great geographical areas and interoperate with disparate passenger transport services. This has benefits for both the users and the owners and enables the creation of a unified transport market capable of maximizing a city or municipality’s mobility using basic market forces.

In order to demonstrate these technologies and validate the benefits that they can have, four pilots from across Europe; in Santander (Spain), Tuscany (Italy), West Midlands (UK) and Novi Sad (Serbia) have been chosen. Each pilot includes all the necessary stakeholders in the value-chain such as transport operators, public authorities, transport industry as well as a high number of end-users in order to ensure an effective deployment in each pilot as well as ensure the sustainability beyond the pilot phase.

**Pilots**

**Spain**
The Spanish pilot in the City of Santander can be differentiated by a set of objectives that set it apart from the remaining pilots. There are two specific objectives that make the Spanish pilot outstanding. The first objective is to provide for an interoperable Fare management Solution that can cover an entire city with a multitude of transport options, involving 5 different modes of transportation. The second objective is to exploit the synergies between contactless payment systems and Smartphone technologies. The Spanish pilot will take place mostly in the city’s Urban Zone, covering this area's transport almost in its entirety, but it will also include some outlying areas, particularly those covered by the Pedreñeras (public ferry) available from the city centre to nearby towns in the metropolitan area.

**Italy**
Having as focal points the reduction of pollution emissions and the improvement of urban mobility, the Italian pilot aims to deploy a unified payment platform which provides several interoperable transport services. Due to the thousands of tourists and commuters which travel each day in the cities involved in the project (Pisa and Florence), the Italian Consortium aims to exploit a valuable opportunity to accomplish the objectives described above in order to increase the efficiency of public transport services and their synergies with private transport.

**Serbia**
The system proposed aims to improve the management of the public transportation network in the city of Novi Sad centered on the public city bus transport network. The intention is to extend it to other transportation means (such as rental bikes, taxis) and networks and thus promote and encourage the greater use of alternative transport modes.

**United Kingdom**
Through MobiWallet, the UK pilot (Birmingham, West Midlands) is proposing to develop a fares management engine that will support customers in selecting the most appropriate fare for specific journey needs. The fares engine will be integrated into both the ‘Swift’ back office infrastructure and current ‘Journey Planner’ to offer a complete public transport mobility solution where a customer can plan a journey in real time, purchase a Swift product from a recommended list and transfer their purchase onto a Swift card using NFC technology through a mobile phone or ITSO technology through remote network readers.

**Project Details**
- Start date: 01/02/2014
- End date: 31/07/2016
- Cost: 4,311,468.00 €
- Funding: 2,154,991.00 €
- Estimated effort: 592 PM
- Call identifier: CIP-ICT-PSP-2013-7

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Teams from four different European countries, all playing a significant role in the transport domain, especially in ticketing solutions and embedded systems both from the production- and from the user-side, are represented. Thus, the expertise needed to carry out successfully each pilot is covered by all partners. Indra, a multinational consultancy and technology solutions corporation, leads the consortium of 15 companies and government bodies which, organized into the four national groups of Spain, Italy, the United Kingdom and Serbia, will carry out the four pilots to test the developed solutions. Indra is also coordinating the Spanish group comprising Banco Santander, the University of Cantabria, Santander City Council and the small technology enterprise TST.

The Italian pilot will be led by Intecs in association with the National Research Council of Italy (CNR), Aleph, GEST and Florence City Council. Centro is leading the British pilot, in collaboration with Transport and Travel Research (TTR), and DunavNET will coordinate out the Serbian pilot in association with JGSP Novi Sad and the City of Novi Sad.

**Partners**

![List of partners logos](image)

**Coordinator:**

![Coordinator logo](image)

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