MOBIWALLET: MOBILITY AND TRANSPORT DIGITAL WALLET.
MobiWallet Project

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
MobiWallet addresses:

Interoperable Fare Management (IFM) solutions for sustainable urban transport
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.

Mission: to create a unified transport market for enhanced and more sustainable mobility across Europe.
Objectives

• to encourage modal shift and facilitate ease of use of multiple transport options
• to improve efficiency and to reduce energy consumption
• to promote an enhanced and sustainable mobility for all users
• to improve cross border transportation capabilities
• to contribute to and foster the adoption of standards
• to implement a vision where interoperability is no longer an issue
MobiWallet Approach

Design and provision of a mobile fare management system with unparalleled intelligence and functionalities, encompassing:

- a unified scheme seamlessly integrating various payment methods suitable for a wide range of transport services
- enhanced travel functionalities such as a personalized trip planning service
MobiWallet will be organized in **6 Work Packages**

**Project Structure**

**WP1: Project Management**

- **WP2: MobiWallet Requirements and Interoperable Mobility Services**
- **WP3: Interoperability Framework**
- **WP4: Pilot Deployment**
  - Spanish Pilot
  - Italian Pilot
  - UK Pilot
  - Serbian Pilot
- **WP5: Monitoring and Analysis**
- **WP6: Dissemination, Exploitation and Business Plan**
Consortium

15 companies and government bodies from 4 different European countries, all playing a significant role in:
- transport domain
- ticketing solutions
- embedded systems

As a whole, the consortium will carry out 4 pilots to test the developed solutions in:
Spain, Italy, United Kingdom and Serbia

Project’s coordinator: Indra
Consortium
MobiWallet will include the participation of hundreds of users in **4 pilot cities** across Europe.

...because **the protagonist** in any smart transportation system is **the citizen** and it is improbable that any IFM system will ever succeed without their input!
The Spanish pilot will take place mostly in the city’s Urban Zone of Santander, but it will also include some outlying areas, particularly those covered by the private ferry available from the city centre to nearby towns in the metropolitan area.

Specific objectives:
- to provide for an IFM solution that can cover an entire city, involving 5 different modes of transportation
- to exploit the synergies between NFC contactless payment systems and smartphone technologies
Due to the thousands of tourists and commuters which travel each day in the cities involved in the project (Pisa and Florence), the Italian Pilot aims to increase the efficiency of public transport services in synergy with private transport for a wide region.

Specific objectives:

- to reduce pollution emissions and to improve urban mobility
- to deploy a unified payment platform which provides several interoperable transport services

In collaboration with Pisa Mobility Agency:
United Kingdom Pilot

The UK pilot in Birmingham will implement a fare management engine, offering a complete public transport mobility solution for:

- planning a journey in real time
- selecting the most appropriate fare for the specific journey needs
- purchasing a Swift product from a recommended list
- transferring their purchase onto a Swift card using NFC technology through a mobile phone or ITSO technology through remote network readers
Improve the management of the public transportation network in the city of Novi Sad

...starting from the public city bus transport network

the intention is to extend it to other transportation means (such as rental bikes and taxis) and networks, promoting and encouraging the greater use of alternative transport modes other than cars
Pilots Technologies

MobiWallet Fare Management System

INDRA ON THE MOVE

SIMIS

SWIFT

DunavNET

NFC Smart Phone & NFC Stickers

Web-Based

NFC Smart Card

QR Code
Understand interoperability issues

How to purchase a ticket in Santander / Florence / Novi Sad / Birmingham?
Understand issues & find solutions

Financial/Legal issues
- Privacy
- Commissions
- Funds transfers
- Currency exchange

Technical issues
- Standards
- Protocols
- Security

Interoperability framework
Top up anywhere, travel everywhere!

Mobiwallet
Integrated Payment platform

UK pilot
Spanish pilot
Serbian pilot
Italian pilot
Requirements gathering for adaptation plans

Service payment
User:
- Pays for the service.
- Gets a valid ticket (if any).

Access validation
User:
- Validates the ticket (if needed).

Service finalization / user leaves
User:
- Finishes service interaction.
  - Leaves.

Service access / service provision
User:
- Access the service.
- Makes use of the service.

Service registration
User:
- Registers in the platform.
- Acquires physical elements (if any).
- Downloads smartphone app (if any).

Technical details / Requirements / Interoperability analysis / Adaptation measures
Current achievements

Although being still in their early life, the project already succeeded in:

- **demonstrating the use of electronic payment services for an integrated fare management**, going beyond regional issues and suitable for European scale
- **designing a common methodology for use within the pilots** while gathering the interoperability requirements needed

In this way the pilots may fit under a compatible work plan and, at the same time, each pilot will complement and enrich each other
Future steps

Plans to adapt, customize and deploy such services on the target cities already proposed in order to achieve standards-based interoperability among pilots.

Common key performance indicators are being defined and will be used to assess the success of each pilot during and after actual execution.
Stay tuned!

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