



OPTIMISM Newsletter

OPTIMISM project goal and status

OPTIMISM develops different sets of strategies and methodologies for optimising passenger transport systems based on co-modality ICT solutions. Towards this goal, OPTIMISM considers passenger needs and the carbon-neutral objective. OPTIMISM's main scope is to provide a scientifically documented insight of the transport system and people's travel choices via the study of social behaviour, mobility patterns and relative business models. This insight will also enable future changes in the passenger's travel system to be defined that would lead to more sustainable method/mode(s) of travelling, as people can travel in a more efficient, safer and cleaner manner, without compromising mobility.

OPTIMISM bases its operating principles on three main blocks of activities:

- (1) Identifying the gaps and harmonisation of data in travel behaviour. This will lead to a unified set of data that

will serve as reference material for the future exploitation of existing studies and baseline information (or data)

- (2) Defining demand and supply factors that shape the transportation system and mobility patterns. This will aim to give an outlook on future developments by modelling and scenario simulation, and
- (3) Defining the potential decarbonisation of the passenger transport system and ensuring the sustainability of the system. The decarbonisation potential and co-benefits of best practices/solutions will be based upon an analysis of ICT and co-modality options with an impact assessment of the research results.

The OPTIMISM partners have already held three internal workshops where both actual data gathering as well as methodological developments have been

the focus. Furthermore, on-going cooperation with other EU funded projects has been elaborated and activities have been undertaken to spread the word about OPTIMISM and its findings.

On the following pages, a short update on the work performed, and initial findings made by Work Packages 2 up to 6 is presented.

One of the first activities within OPTIMISM was the launch of our project website. This site is regularly updated with new material.

<http://www.optimismtransport.eu/>

Apart from visiting the project website, you can also join the OPTIMISM team on linked-in and follow the project on twitter:

<http://twitter.com/OPTIMISMFP7>

http://www.linkedin.com/groups?home=&qid=4488102&trk=anet_uq_hm

Did you know

- 13.2% of every household's budget is spent on average on transport goods and services.
- The EU has more than 4.5 million km of paved roads, 212 500 km of railway lines and 41 000 km of navigable inland waterways.
- In the EU, compared with 1990 levels, in no other sector has the growth rate of greenhouse gas emissions (GHG) been as high as in transport.

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Work Package 2: Harmonisation of national travel statistics

Within the OPTIMISM project, Work Package 2 aims to analyse the existing national travel surveys in Europe and develop recommendations on how to harmonize travel statistics in the future. As a first important step, an extensive survey on the current status of national travel statistics has been developed. This covers information on available travel data, collection methods as well as quality issues

and potential improvement ideas for future surveys. The questionnaire has been sent with the support of all OPTIMISM partners to national contacts in all EU-27 countries as well as some related countries (e.g. Switzerland and Norway). The feedback thus far has been positive.

Initial findings show that the methodologies and data availability are quite diverse across Europe. While some countries

regularly carry out detailed household travel surveys, other countries do not collect any travel surveys at all. Analysis of the survey data is planned to be completed by the end of June. Based on the outcomes of this analysis, harmonisation needs and recommendations will be developed in the next steps.

Work Package 3: Demand and supply factors for passenger transport and mobility patterns - status quo and foresight

OPTIMISM will develop different sets of strategies and methodologies for optimising passenger transport systems based on co-modality ICT solutions.

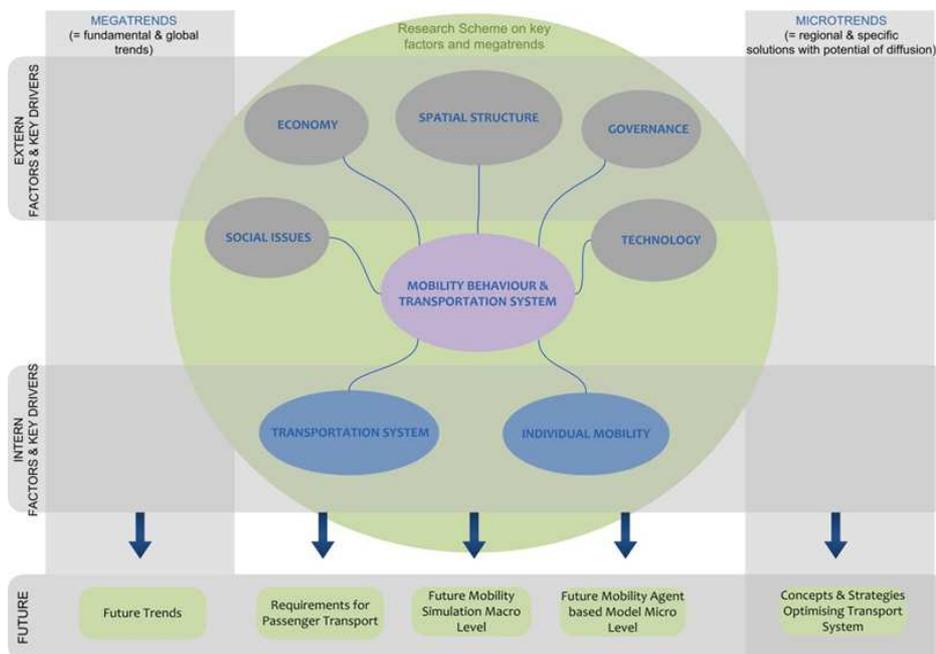
The research framework for Work Package 3 for analysing the passenger transport system with its demand and supply factors has been elaborated. Based on this framework, related projects and publications from past transport development are analysed and relevant

megatrends with future impact will be identified. As a result, the relevant variables and relations within the transport system will be determined as input for the modelling of future mobility.

Different sectors of the transport system and those affecting the de-

mand for mobility and transport will be included in the analysis.

The focus lies on different mobility and transport areas and main societal, policy and environmental areas for which a schematic presentation can be found below.



Work Package 4 : Analysing measures for decarbonisation of transport

As part of the initial steps of Work Package 4, interviews are being carried out with 30 stakeholders/ and experts in the field of ICT options stimulating co-modality in passenger transport.

A uniform questionnaire and reporting format has already been developed and the first experts are being contacted. Initial outcomes are expected to become available during

the third quarter of 2012.

Within Work Package 4, an assessment framework will be created that allows for the identification of good ICT measures. Currently, the following activities are central within this task: (1) indicator identification and (2) best practice selection. Currently, well over 100 different practices were identified from different sources (European, international

and national projects, conferences, product presentations and literature). A first analysis indicates that a strong focus lies on three major fields of applications: travel information, mobility services (smart cards, integrated ticketing, etc.) and mobility management. Unfortunately, information on future developments remains very scarce.

Work Package 5: Elaborating on strategies for integrating and optimising transport systems

Work Package 5 responds to the need for developing new strategies, technologies and methodologies for integrating and optimising transport systems

for passengers.

This Work Package kicked off in February. The first task, Task 5.1, aims to summarise main strategies for integrating and

optimising transport systems.

Task 5.2 will follow up soon with an impact assessment of selected strategies.

Work Package 6: Dissemination and Awareness

Dissemination is one of the main objectives within the OPTIMISM project. A number of different actions are being undertaken within Work Package 6 to reach a wide range of stakeholder.

One of these actions is the presentation of OPTIMISM at different international venues, such as the Transport Research Arena 2012 in Athens, Greece. The OPTIMISM project

was presented on Thursday, April 26th during a special session (SPS24) dedicated to research and innovation policies to enhance uptake of sustainable transport solutions. The presentation provided an overview of the OPTIMISM research roadmap which also stressed the participation of member states' stakeholders in it, in line with the Dissemination and Exploitation Strategy

coordinated by FEHRL. In the months to come, you will be able to find OPTIMISM at other events.

In order to make the best use of available resources, our dissemination activities will also be coordinated with the COMPASS project.

We foresee a further integration of the project outcomes, the newsletter and social media for future dissemination purposes.

The third consortium meeting of the OPTIMISM meeting was held in Seville (Spain) on 31st May and 1st June 2012:

<http://www.optimismtransport.eu/blog/news/third-consortium-meeting-held-at-jrc-ipts-in-seville>



OPTIMISM
optimising passenger transport systems

Visit our website at:

www.optimismtransport.eu

Rome workshop

Within Work Package 3, a Delphi survey will be carried out to gather collective forecasts about likely scenarios of passenger mobility in Europe. The survey consists of online questionnaires followed by a workshop.

The online questionnaire will be sent out to a wide range of stakeholders this month!

The workshop will be held in Rome on September 18th. There, transport ex-

perts will meet to debate key factors affecting passenger mobility and their likely trends. The participants will have the opportunity to exchange personal opinions with colleagues from across Europe and build a shared vision of future mobility in Europe.

The scenarios that will be developed with the Delphi survey will be used in the subsequent activities planned in OPTIMISM

which will model the environmental impacts of ICT and co-modality.

The outcome of both the online questionnaire, as well as the workshop, is of considerable importance to the OPTIMISM project. It will help researchers validate their results, and prove a valuable input for the outcome of the project.

OPTIMISM-COMPASS collaboration

The COMPASS Project (optimised CO-Modal PASSenger transport for reducing Carbon emissions) has started in November 2011.

The 25 months FP7 project, coordinated by Edinburgh Napier University, is deeply rooted in the European Transport Policy (ETP) in the first decade of the 21st Century, with a look towards the new challenges of the incoming second decade of the century. In particular, three topics must be addressed: challenges from

the key socio-economic trends, challenges from environmental concerns, challenges from technological changes.

The general objectives of COMPASS are: to provide an overall picture of the future travellers needs in the light of the key socio-economic trends; to analyse how ICT and ITS applications can meet the new demand, favouring the integration of multi-modal transport solutions; to assess how these solutions can contribute to the de-carbonisation of

transport activities.

In such a framework, the following collateral objectives will also be addressed: the potential of the ICT and ITS applications to provide behavioural data and information to improve travel surveys, and the validation of the ICT solutions with stakeholders rooted in the national contexts.

To find out more about the project, please visit the COMPASS website at www.fp7-compass.eu.

Where can you find us?

The OPTIMISM project makes use of the different media available. You can find information on the project and its workings at:

- Our homepage: <http://www.optimismtransport.eu>,
- Twitter: <http://twitter.com/OPTIMISMFP7>
- Linked-in: http://www.linkedin.com/groups?home=&gid=4488102&trk=anet_ug_hm

In addition, information on the OPTIMISM project will be presented at various conferences and workshops.



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OPTIMISM Partners

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Project partners



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