FP7- TRANSPORT (TPT) – 2007- RTD-1: The connected traveler in the city, region and world of tomorrow

WISETRIP: Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

D7.1: WISETRIP Dissemination Package 1st Set

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<td>Company specialised in designing and developing ITS and services (China)</td>
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Summary

WISETRIP project is a Collaborative project co-financed by EU FP7 programme under Theme TPT.2007.4 “The connected traveller in the city, region and world of tomorrow”. The goal of WISETRIP is to develop and validate an innovative mobility service platform, which provides and personalizes multi-modal travel information sourced from connected variant journey planners and is accessible by travelers at any place and time through various mobile or fixed terminals/devices before and during the journey.

The project will take the reference of the existing independent systems for journey planning that will become active subsystems of a ‘global’ journey planner system. A global system could become the point-of-reference for journey planning at a wider scale.

This document is D7.1 - WISETRIP Dissemination Package in its first version. The deliverable aims to describe the main lines of the adopted WISETRIP project communications, dissemination and promotion strategies. The plan identifies the target audience, the main channels and approaches for disseminating project objectives and results and the first promotion activities carried out during the first year of the project.
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1. INTRODUCTION

1.1. Background and aim of FP7-WISETRIP Project

With increasing travel demand, it becomes more and more important for travellers to get an easy access to real-time multi-source and multi-modal trip planning service before or on the trip, in order to satisfy their demand for a safer, faster and more cost efficient travel.

The current commercial systems available are providing such services within a city (i.e. local) or at a regional level adequately, but the combination of multi-source and multi-level information (urban level and long distance level) at a wider scale and the formation of dynamic personalized information delivery during the whole trip process (pre-trip and on-trip) has not been addressed.

The main idea reached that led to this proposal, is that existing independent systems for journey planning can become active subsystems of a ‘global’ journey planner system. Based on that, WISETRIP main goal is to develop and validate an innovative mobility service platform, which provides and personalizes multi-modal travel information sourced from connected variant journey planners and is accessible by travellers at any place and time through various mobile or fixed terminals/devices before and during the journey.

Additionally, the interconnected journey planners of WISETRIP could provide valuable information to demand responsive transport (DRT) planning and management systems which has not yet been widely incorporated within journey planners. To be able to integrate DRT with other public transport modes and to be able to plan and control so called travel chains, integrated (and real time) journey planners are needed. Many cities and regions are developing or have developed Multi Modal Web Portals to aid the development of DRT in their areas. It has long been recognized that there is a need for real-time information regarding the availability of all transport solutions in any area. This information must be easily understood and accessible across multi media sites (GSM, GPRS, SMS, Email, Internet, Radio etc). The journey planners could be able to provide real-time schedule data for each bus stop so that DRT services can be linked with the fixed line services. Development of such solutions cannot be done in isolation. It is essential that we develop a common platform for transport information to aid the design of suitable technologies to meet the global market. WISETRIP is approaching this concept of the common platform built on top of participating Journey Planners which can enhance the information available to Demand Responsive Transport planning.

Lastly, with an abundance of data provision (e.g. as provided by semantic grid technologies; pervasive computing environments) one could envisage significant technical advances in pre-trip and en-route information provision, particularly in web-based applications, which in turn would be expected to influence travel behaviour and indeed future decision-making in passenger transport network planning. Activity management could be significantly enhanced via a common interface for a whole range of e-services (including the potential for planning and paying for activities and transport in the same transaction). The supply-side of public transport service provision will be enhanced through improved fleet management and control and the possibilities for enhanced vehicle brokerage applications. WISETRIP aims to deliver a uniform information service drawing on the current and future needs of travellers.

WISETRIP will achieve these goals through a number of planned activities, including:

- Architecture Design and Requirement Analysis to investigate the needs of travelers and requirements of system;
- Development of WISETRIP Journey Planner Core System and adaptation of interconnected journey planners;
- Design and development of personalization system;
- Setting the software modules providing WISETRIP services;
- Integration of the overall software modules, validation of WISETRIP platform and test of the functionality;
- Wide dissemination at National, European and International level of the WISETRIP utility for travelers that can benefit of personalized and high quality information to plan their trip at any time and anywhere using large connection tools.

Overall, the WISETRIP project has a duration of 30 months and the project plan includes the following different Workpackages:

- **WP1 Project Management**: This workpackage performs overall project management and coordination, and quality monitoring of the project’s results.

- **WP2 Requirements Analysis and Architecture Design**: This workpackage will define the user & system requirements, the framework architecture and data model of the WISETRIP system. The architecture definition will follow a cross-module design principle, and will be the basis for the system development activities performed in workpackages WP3 to WP5, where detailed design and implementation takes place.

- **WP3 Journey Planner - Core System Development**: This workpackage will develop the core WISETRIP Journey Planner, its interfaces with the participating Journey Planners and also implement the necessary adaptation for each Journey planner, either urban or long distance, according to the needs of the WISETRIP core system, the overall architecture and the personalization needs.

- **WP4 Personalisation System Design & Development**: This workpackage will develop the decision mechanisms supported by a well defined model of the trip life cycle and a location & preferences based ruled mechanism, for provision of real time or other information to interested users. Such users desire to have personalized view and updates of information according to selected trips or other preferences.

- **WP5 Information Distribution System Design & Development**: This workpackage will develop the various software modules that are necessary to visualize the provision of the WISETRIP services to the users at multiple types of devices either fixed or mobile. Work will focus on user interface design, device interoperability and multilingualism management.

- **WP6 Integration, Validation and Demonstration**: This workpackage will integrate the software modules developed in WP3-WP5 to validate their interoperability, and execute experiments and trials to qualitatively and quantitatively measure the performance gains of the journey planner platform developed within the Project, in both laboratory and real-life conditions (demonstration). Partners will utilise their a) experts to provide a specialised panel of testers and b) their access means to the public and market to motivate wide use of the WISETRIP demonstration platform.

- **WP7 Dissemination, Assessment and Exploitation**: The objectives of this workpackage are to disseminate the project’s news and products, to evaluate the results of the projects based on WP6 findings and measurements and to define strategy for exploiting project results.

### 1.2. WP7 - Dissemination, Assessment and Exploitation

The goal of this Workpackage is to disseminate the project’s results and achievements, and exploit specific project results. It consists of the following three tasks:

- **Task 7.1 – Dissemination**
- **Task 7.2 – Overall Evaluation**
- **Task 7.3 – Exploitation**
This report refers to Task 7.1 "Dissemination". Task 7.1 has started its activities early in the project with the aim to assure a wide and well-done dissemination and publicity of the project outputs. In the beginning, the task responsible together with the overall Consortium members have identified the approach and strategy to be followed during the project life in order to gain the dissemination targets. The WISETRIP identity and logo and the dissemination channels have been established by the Consortium members too.

The table below illustrates those main Objectives, as set and numbered into the agreed Description of Work, which are related directly to the dissemination activities of the project.

<table>
<thead>
<tr>
<th>Nr</th>
<th>Objective</th>
<th>Time Criteria¹</th>
<th>Metric / Indicator</th>
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<tbody>
<tr>
<td>1</td>
<td>Form the External Users Group</td>
<td>Month 4 / M7.1</td>
<td>- 15 members at least</td>
</tr>
<tr>
<td></td>
<td>Desirable User Categories: Users, Traffic</td>
<td>(first synthesis of external users group)</td>
<td>- All user categories participate</td>
</tr>
<tr>
<td></td>
<td>Managers, Public Authorities, Transport</td>
<td></td>
<td>- 8 participating countries at least</td>
</tr>
<tr>
<td></td>
<td>Operators, Equipment Manufacturers, Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Providers, Application and Service Developers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and research organizations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Level of Dissemination</td>
<td>Month 12 / M7.2</td>
<td>- list of communication activities (done and planned)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- 2 newsletter updates to the external group</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- at least one press release</td>
</tr>
<tr>
<td>8</td>
<td>Expand the External Users Group</td>
<td>Month 18 / M.7.3</td>
<td>- 2000 brochures sent</td>
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<tr>
<td></td>
<td>(extended synthesis of external users group)</td>
<td></td>
<td>- project web site statistics. More than 100,000 hits.</td>
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In the next chapters, the approach, strategy, targets and channels for project dissemination will be described in details, together with the first dissemination project output.

¹ In this column, we mention milestones Ma.b is milestone b of Workpackage a (see table 1.3d for details)
2. DISSEMINATION AND PROMOTION APPROACH
The aim of the WISETRIP Dissemination and Promotion Work Package is to define suitable actions to ensure the most effective promotion of project activities and to allow the largest possible dissemination of project achievements during the project lifetime and after the project end, as well as the interaction of the project with similar research activities across Europe and elsewhere.

The general approach envisaged for WISETRIP dissemination and promotion is described, highlighting the overall strategy adopted, introducing the target user segments for dissemination and promotion and providing an overview of planned actions and tools.

2.1. Main objectives and overall strategy
Overall, WISETRIP dissemination and promotion activities are designed to address and meet the main project objectives of promoting journey planner services and achieve the largest possible resonance of project results in order to favour large international dissemination and take-up of the approach after the end of the testing phase.

Basically, two main dissemination and promotion levels are identified:

1. **Local Level and National level.** This represents the immediate field of dissemination and promotion activities for both project and post-project phases. Fundamental to the success of the WISETRIP action is to gain interest, involvement and trust of all concerned users in local pilot sites and in the surrounding territory linking the national levels;

2. **EU and International level.** Favouring the adoption of WISETRIP good solutions and good practices developed in pilot project sites in other EU and non-EU countries is also a main goal of the project. In order to enable this, dissemination and promotion will also have to adequately address larger European and international level. This will concern project activities at some specific stages (e.g. international workshops and events) and, more generally, the post-project phase.

Both dissemination levels will also focus to attract relevant users within the transport domain.

The formation of an **External Users Group**, which will include Users, Traffic Managers, Public Authorities, Transport Operators, Equipment Manufacturers, Service Providers, Application and Service Developers and research organizations, or other relevant actors, and the communication activities that will communicate the project to this group will be the key for the effectiveness of the dissemination tasks. This user group should contain at least 30 members from at least 8 countries of Europe and 3 non-European countries. National ITS teams will also bring some of its members to participate to the external users group of WISETRIP.

The **User group** will have bidirectional communication with the project: not only they will be receiving up-to-date information about the project, but through the plan of activities of WP7, they will be able to provide valuable feedback during the project progress. Such activities will include, periodical mailing, key interviews (phone discussions), focused workshops, etc.

As the WISETRIP dissemination and promotion activities encompass a number of different actions, dissemination channels and media, a number of key elements have to be taken into account and have to be carefully assessed when implementing each single dissemination phase and measure. Key issues, which require special attention and careful choices in order to achieve and implement an effective and coherent project dissemination and promotion strategy, include:

- **Integration.** All activities concerning project dissemination and communications must be integrated in the context of a single communication strategy, with clearly identified targets and lines.
- **Coordination.** All planned actions and initiatives related to public information and project communication shall be coordinated so that the most suitable ways, instruments and contents can be identified in order to develop and carry out the actions within the integrated communication strategy in the most effective way.
**Identification.** It is of utmost importance that any message related to WISETRIP is immediately identified by the public, with clear and direct reference to the project by means of easily identifiable elements such as the project logo, colors, statements, etc.

**Objectivity.** It is likewise very important that any message targeting the different public and user categories be received as much as possible as conveying ‘objective’ information, to avoid being interpreted as commercially biased communication and advertising.

**Credibility.** Even more important, credibility of project communication must be ensured, avoiding any propaganda or hype. Messages should not only convey positive pictures and success, hiding difficulties or problems, if any. Rather, a wise communication should use these as useful lessons for the interest of the community.

**Persuasiveness.** Messages and actions should be persuasive and avoid any imposition or strong statement. WISETRIP measures and solutions should be made attractive for the concerned public and user categories, as they suggest proper behaviours, provide evaluation and comparison elements and become convincing because of collective advantages and benefits proposed.

**Visibility.** All information and communication activities must contribute (jointly: integration and coordination!) to enhance project visibility within the concerned territory and user categories, making project measures, realisations and achievements and as much visible as possible on a local as well as national and European level.

**Accessibility.** Information, messages and project products in general must be characterised by simplicity, clarity and immediacy in order to ensure being accessible to all intended target public and user categories.

**Interactivity.** WISETRIP communication and promotion initiatives must favour interactivity and multi-directionality of messages. Main goal of the promotion plan is the creation of a “communication network” between all WISETRIP partners and between partners and the citizens. Henceforth, the focused external users group will be more than necessary.

### 2.2. Target Audience

The WISETRIP key target groups could be summarized in the following categories:

- **Local Authorities** – This group includes departments of Local Authorities concerned with any activity within the Information and Communication service chain. This may include Public Administration services and departments concerned with, for example, access to the city information services, making of transport policies...;

- **Transport Operators** – This group may include any company providing passengers public transport services in urban and extra urban areas, at regional and national level, private transport operators, tourist lines services... This group encompasses mainly road and rail transport, but also other transport modes such as airlines and waterborne would become so much important in the wider Journey planner;

- **Research Organizations and Universities** – This group comply with the aim of the project to serve people travelling around the world and disseminate good practices in research schemes specialised into to transport. University and Research Organizations’ members usually meet at any place to discuss results, innovation and to share ideas in the same study sector and research activities; a world-wide Journey planner could help them in planning their trip avoid time-loss. Research members will also disseminate the information on the project structure and usefulness into the academic world;

- **Equipment Manufactures** – This group relates to all industrial and commercial actors at National and European level that have interest into the project in order to implement advanced tools and devices for connecting users to the information on transport modes and service typologies; they would play a role to the wide dissemination and acceptance of the WISETRIP results;
• **Citizens** (general) and world-wide travellers – This group includes the main end beneficiaries of any advanced, sustainable, well-structured and wide-scale Journey Planner. Besides the general benefits of a cleaner and widest information on transport modes, citizens and world-wide travellers will benefit from WISETRIP services as far as these will be accessible at any stage of the trip planning and by large connecting devices. Also for this category, the scope of dissemination and promotion will have to scale from a mere local level up to a national and European level.

• **Policy Makers** – Finally, this represents the highest institutional target group for WISETRIP dissemination including higher level decision and policy makers interested in innovative and friendly integrated transport information solutions. The national and EU levels are clearly a main target here.

For dissemination purposes a database containing contacts of entities belonging to the target audience categories identified below will be established by each WISETRIP partner, and periodically updated and used during the project life time and after the project end.

The database of WISETRIP partners will be used for dissemination purposes only, and will provide a starting resource for any specific dissemination and promotion action; e.g. the distribution list for project Newsletters, the starting mailing list for Workshop invitation, etc.

### 2.3. Channels and tools

WISETRIP dissemination and promotion activities will involve a coordinated set of instruments and tools, with a mix of regularly timed actions and asynchronous activities.

Concretely, the following dissemination channels and tools should be related by the project partners and used for the dissemination purposes:

• **The WISETRIP project logo and general image**;

• **The official WISETRIP public Website** - The WISETRIP Website will be designed, established and regularly updated. The site will have at least the following features: WISETRIP description, prospects, news, events, and announcements; WISETRIP public documents for download; Link to other relevant sites, e.g. sites of WISETRIP partners, relevant EC sites, etc.;

• **Production and dissemination of project Brochure and (e-)Newsletters** – A project brochure will be produced and distributed, presenting basic information about the goals, approach and activities, participants of WISETRIP; periodic (e-)newsletters will be prepared and distributed to e-mail addresses in the European Areas, presenting and promoting key achievements of WISETRIP;

• **WISETRIP External Users Group** - This is a key component of WISETRIP dissemination strategy. WISETRIP will form an external users group which will be regularly contacted in order to notify about project’s evolution and achievements that will contribute and support the successful and acceptance of project results;

• An **intermediate project Workshops**, targeting city journey practitioners and actors, discussing key issues addressed by WISETRIP and innovations envisaged in the project. In addition, a project **Final Conference** - of an international level - will be organised at the end of the project in order to attract European policy makers, local authorities public organisations, citizens associations and travellers to disseminate the project results;

• **Participation to National or International events** and exhibitions, presenting project approach and distributing WISETRIP material;

• **Press releases** and submission of materials to industry publication;

• **Liaison with other projects** - WISETRIP will actively exchange information and results with related national, European and international projects. Where appropriate, WISETRIP will participate in relevant ITC cluster activities. It will focus towards
achieving communication and cooperation with past projects such as eMotion and IM@GINE IT as well as evolving project i.e. iTavel.
3. RESULT OF THE FIRST YEAR PROJECT COMMUNICATION ACTIVITIES

3.1. Project logo

The Consortium members, as first activity of Task 7.1, have identified the general lines and elements defining the “corporate image” of WISETRIP project as a background for the dissemination and promotion activities. It defines the common graphical style and image that will be adopted in the WISETRIP dissemination actions, including, for instance, the official project slide presentations, project documents (deliverables, reports, newsletters...), the public website, publicity material, etc.

The public image of WISETRIP project is well represented by the WISETRIP logo. The Consortium members have discussed the project logo among different alternatives in the beginning of the project and finally they have decided for the following option:

![Figure 1 WISETRIP Logo](image)

The main elements characterising the logo design include:
- clear view of the project acronym;
- a graphical reference to e-Journey Planners
- focus onto international traveller need

From this base version of the logo, the adapted versions are derived which are suitable for printing and used in documents’ footers (reports, deliverables, slides, etc.).

Besides the indication of the WISETRIP logo into reports, publications, and other material of the project, the WISETRIP logo is displayed together with the reference to the EU Programme that has co-financed the overall activities. The adapted version of WISETRIP logo and FP7 Programme reference are displayed below:

![Figure 2 Adapted version of WISETRIP logo and FP7 reference](image)
### 3.2. Project Web site

Adequate presence of WISETRIP project on the web will be ensured by the public project website, as prescribed by the WISETRIP Annex 1. As for the logo, the Consortium members decided to start early in the project, the development of the project website, thus promoting public image of WISETRIP on the web. The task responsible together with the professional support of an external software house has developed the core structure of the WISETRIP web site containing different sections to be opened to public visitors and one section to be used for update information on the project results by the web site administrator (ATAF).

The website has been built using a content management platform which will enable easy maintenance and update of all texts and other contents of the site. The WISETRIP website is accessible through the URL [http://www.wisetrip-eu.org](http://www.wisetrip-eu.org).

In the following figure the homepage is displayed.

![Figure 3 WISETRIP web site Home Page](image)

The web site is a main public channel and access point for the project results. Its address is clearly indicated in all dissemination material produced and distributed by the project and linking of the site will be ensured at European level (link crossing with the official WISETRIP website) as well as with other public websites.

The WISETRIP website contains different public sections:

- The “Homepage”, conveying in an immediate way the general project image and communication style (selected project colours, logo, project title and acronym, etc.) and providing few key elements, arranged in clearly identified web parts, that are needed to introduce and highlights the main messages and theme of the project;
- The “Project description”, providing the general background, mission, activities and relevant information of the project;
- The “Consortium” providing access to the Consortium members web sites and a short description of partners;
- The “Results”, which will gradually make available information about project achievements and links to public deliverables and documents;
- The “Media Centre”, providing an on-line archive of all media presence of WISETRIP project containing articles, newsletters, press releases produced during the project life. It will also include other contents and documents of interests for the WISETRIP themes;
- The “News and Events”, containing the archive of news and events information generated during the project; the two most recent news are also displayed in the relevant box of the homepage;
- The “Links” section, providing a collection of links to other sites in the internet virtual space.

There is also a “Private section” to enter in the web site structure, that will be used by the Web site administrator (ATAF) for regularly update.

In order to make easy the communication inside the Consortium, the WISETRIP web site also offers the possibility to go into a project “Repository”, helping partners in exchanging the project documentation. Accessing by the “Links” section of the official project web site, the partners could enter into the “WISETRIP Repository” and exchange any type of information or documents they need (i.e. big-size deliverables, restricted access documentation...). The “Repository” has limited access to partners; it is guarantee by the Username and Password required at the home page to enter into the Repository.

The structure of the “Repository” is displayed below together with the “Links” section of the project official web site.
3.3. WISETRIP External User Group

The WISETRIP External User Group (EUG) plays a key role in evaluating the project results and getting users’ feedback on the project outputs at various time-periods. In fact, the EUG will be regularly contacted in order to notify about project’s evolution and achievements (see also 2.1).

Based on the requirements to form the EUG such as:

- defining potential EUG members among authorities, transport operators, information service providers, equipment manufacturers, etc.;
- set up the WISETRIP External Users Group, involving 30 members from at least 8 European and 3 non-European countries;
the WISETRIP partners have identified relevant national and European contacts and officially invited them to join the WISETRIP EUG.

The most of contacted user organisation representatives have positively replied to the invitation letter. Currently, among the 30 EUG members, 25 from 10 EU countries and 5 participants from Australia, China and USA.

The EUG related activities have progressed according to the Workplan. In particular, the EUG members have been invited to i-travel workshop and all relevant WISETRIP information and newsletter have been distributed to the EUG members. In addition, three EUG members have been confirmed their interest in participating in peer-review of project deliverables.

### 3.4. Project Brochure

The project brochure is a core element of the WISETRIP dissemination strategy. Project brochure aims to give easy to understand information on the WISETRIP project both for practitioners in the theme addressed by the project and for readers that have no experience with that. The WISETRIP brochure has been released after three months since the starting of the project and distributed during the events where partners have participated (see Chapter 3.6).

Firstly the brochure has displayed the project core images (acronym, logos and colours) to make it well identifiable by external readers.

The Brochure also contains the following information:

- Project mission and approach;
- Brief summary of the core project activities and targets;
- Images by the project structures that can help readers in understanding the theme addressed;
- Consortium and project references.

The WISETRIP Brochure is displayed below. A copy of the WISETRIP Brochure is attached as Annex 1.
A number of 500 brochures have been printed and distributed among partners that will disseminate them at different levels, from local to European level, and mainly:

- at WISETRIP events (local press meetings, workshops, final conference, etc.);
- at events where WISETRIP representatives will be taking part to;
- at European and International level through contact lists, displaying at joined EU projects web sites (...);
- at institutional contact points and organisations in Partners local sites;
- within information packages on WISETRIP prepared and distributed during the project;
- to requesting people.

The Brochure is also available on the project website and can be downloaded in PDF format.

### 3.5. First e-newsletter

The project e-newsletters will be prepared as needed during the project life-time and delivered by the WISETRIP project, through contact lists of partners and published in project and public web site. The layout of the e-newsletter will refer to the core image of the project as presenting in the previous chapters.

The first WISETRIP e-newsletter has been released in October and distributed in November 2008 by the project partners by e-mailing list of entities belonging to the target audience categories. The first e-newsletter consists of five pages including the cover. It summarises the first project output and activities, results of meetings and actions planned for the near future.
More than 1,500 e-mail addresses around national and European level, including EUG members, have received the first e-newsletter. Some useful contacts have come from the first e-newsletter distribution as reported in Chapter 3.7.

WISETRIP 1st e-newsletter is displayed below (1st and last pages). A full copy of the e-newsletter is attached as Annex 2.

The release of the second e-newsletter was planned at the end of December after discussion at the 3rd project meeting in Helsinki. The contents of the second e-newsletter will be prepared with the contribution of the University of Aberdeen. Due to the close date of the first sending of e-news no.1, the Consortium has decided to delay the publication until early January 2009.

In January, UNIABDN has edited the first version of the 2nd e-newsletter and sent it to partners. Main contributions have come from Forthnet and BPV that have introduced the WISETRIP EUG and the Chinese site profile. In details, the second e-newsletter consists of 8 pages including the cover. It summarises the state of the art of the JP systems, feedback coming from the first i-Travel project workshop, introduction to the EUG members, presentation of the Chinese site profile and shortlist of the WISETRIP presence at conferences and events.

The second e-newsletter will be sent to various e-mail addresses around national and European level, including EUG members within February 2009.

Two pages of the WISETRIP 2nd e-newsletter are displayed below. The full view of the 2nd e-newsletter is attached at the end of the deliverable as Annex 3.
Conferences & Events

Participation to conferences and events in the main sectors of relevance for WISETRIP is very important throughout the project lifecycle. As regards to the first project year, the following events have been considered for participation and dissemination of WISETRIP:

1. ITS Finland Summer Seminar 2008
   o WISETRIP Participation: Mobisoft (presenting project approach)
   o Venue and date: Heureka, Tikkurila May 28th 2008

2. 10th International Conference on Application of Advanced Technologies in Transportation
   o WISETRIP Participation: AUEB-RC/TRANSLOG (distribution of WISETRIP Brochure)
   o Venue and date: Athens from 27th to 31st May 2008

3. INOVATE with Aberdeen, the Frontiers of Excellence (an occasion for businesses across Scotland to learn more about the wide range of world class research being carried out at the University of Aberdeen)
   o WISETRIP Participation: Centre for Transport Research (CTR) University of Aberdeen had a stand and table in the exhibition venue where members of the group had shifted to explain to general public for various projects within the CTR including WISETRIP project
   o Venue and date: Elphinstone Hall, King's College, University of Aberdeen, September 18th 2008

4. European Week of Regions and Cities

To meet the huge demand for passenger and goods transportation, the Municipal Government of Hangzhou has heavily invested in transport infrastructure. As an important hub of railway transportation in southeast China, two new railways are linking Hangzhou with other Chinese cities and regions, such as Shanghai, Ningshi, Guangzhou, etc. Rail transport has also been used in combination with urban road network. The rail transport network has been successfully exploited. In Hangzhou, Maoshan International Airport, including 36 international routes. The volume of car passenger transportation increased in 2007 to 1.17 million passengers, representing an annual growth rate of 15.3%.

Hangzhou has also provided a strong public transport services to the general public. The public transport network involved more than 450 bus routes and some 1000 public transport vehicles. With the first express bus route (EB1) being running put in operation, Hangzhou is one of the Chinese pioneer cities in providing such a rapid bus transport service. In addition, Hangzhou has started to construct and continue underground transport services. In order to satisfy public transport users to plan their trip, the schedule of all public transport services are available online. This has provided a sound basis for the WISETRIP demonstration in China.
5. **EASYWAY/VIKING workshop** “Working with multi-modal journey planners - an information exchange workshop”
   - WISETRIP Participation: Destia (presentation of WISETRIP project)
   - Venue and date: Copenhagen from 28th to 29th of October 2008

6. **24th Phloxenia – International Tourism Exhibition**
   - WISETRIP Participation: Forthnet / Forthcrs (distribution of WISETRIP Brochure)
   - Venue and date: Hellexpo Conference Center, Thessaloniki, GREECE, 29th October to 1st November 2008

7. **I-TRAVEL project Workshop**
   - WISETRIP Participation: Forthnet, DESTIA, ATF (distribution of WISETRIP Brochure and presentation of project approach)
   - Venue and date: Brussels, November 13th 2008

8. **15th World Congress on Intelligent Transport Systems**
   - WISETRIP Participation: Mobisoft (distribution of WISETRIP Brochure)
   - Venue and date: New York from 16th to 20th November 2008

9. **88th Transportation Research Board (TRB) 88th Annual Meeting**
   - WISETRIP Participation: CTR University of Aberdeen, ATF (presentation and update on WISETRIP on Accessible Transportation Technology Subcommittee Meeting, distribution of WISETRIP Brochure. Positive response by US Department of Transportation. They would like to be kept informed of the WISETRIP research)
   - Venue: Washington DC, from 12th to 15th January 2009

### 3.7. Liaison with other projects

WISETRIP will actively exchange information and results with related national, European and international projects.

In the first months of the project, the project coordinator has been in contact with the i-Travel project coordinator (ERTICO-ITS Europe) to join the two projects purposes. An interface between the two projects and participation of i-Travel members to the WISETRIP External User Group could represent an added value for both projects. The first i-Travel workshop was take place in Brussels on November 13th 2008, and the WISETRIP project consortium was invited to participate in. The project coordinator has attended the workshop together with two more partners of WISETRIP, one representing DESTIA and one representing Angus Transport Forum. The brochure was also distributed to participants.

i-Travel is an 18-month project (started January 2008) co-financed by the EC DG for Research Transport Directorate. The project intends to develop a service platform for the connected traveler that combines three key innovations: a “virtual travel assistant” service that accompanies a traveller before and throughout each journey, providing personalised, context-aware information and support whenever, wherever, and however needed, based on the integration of e-commerce and Internet technologies to create the first B2B “eMarketplace” in the traffic and travel information services sector, through which a wide-ranging community of content and service suppliers connect to customers through i-Travel to serve new markets of travellers needing instant delivery of content and trip support.

Key to the i-Travel concept is the building of a community of service providers that can operate competitively to provide services and goods to the connected traveller. The i-Travel is engaging these companies and organisations through an associate partner scheme which allows interested stakeholders to review and contribute to the project objectives.
i-Travel has build an extensive consortium of 20 partners consisting of public authorities, commercial companies and research institutes. The following Partners are involved in i-Travel; ERTICO-ITS Europe (co-ordinator), Altea, CERTH - Centre for Research and Technology Hellas, DLR – German Aerospace Center, ISMB – Istituto Superiore Mario Boella, LogicaCMG, Mizar Automazione SpA, Navteq, Oracle, Orange, PTV Planung Transport und Verkehr AG, Tele Atlas, TNO Traffic and Transport, Vialis, Vlaamse Overheid - Department Mobility & Public Works, Ygomi Europe Kft.

Further information is available on the i-Travel project site, www.i-travelproject.com. Additionally, a blog for all the project partners and people interested has been created, aiming to be a place to share further ideas and comments on the project. The blog is available at the link: http://itravelproject.wordpress.com/.

The ERTICO - ITS Europe-coordinated i-Travel project held its first i-Travel workshop on 13 November 2008 in Brussels, Belgium at the Espace Moselle. The aim of the workshop was to present the project results to the wider travel community and gain feedback on the business process, use cases and architecture suggested to support the i-Travel concept. The workshop attracted many companies from different sectors.

After the project introduction by Gary Bridge man, David Moncholí from IDOM presented the need for connected Mobility, followed by Nadav Gur's presentation "WorldMate Live: The Traveller's Guardian Angel". The i-Travel use cases were then discussed together with the business processes needed for the project and each WP leader presented what was done so far.

Fulvio Sansone from ORACLE gave a speech on the development of the marketplace and the i-Travel architecture, this was followed by an interesting and rich panel discussion which ended with the definition of the project’s next steps.

WISETRIP did actively participated into the discussions made during the workshop, presented its views concerning various scenarios. Participation into the workshop was useful to identify similarities and differences of the approaches of the two projects, i-Travel and WISETRIP, as well as share and exchange ideas mainly related to the identified usage scenarios of i-Travel that have in prior been sent to WISETRIP consortium, during the summer. Useful contacts have been made who are now also included within the EUG list of WISETRIP.

Some useful contacts have come from the first e-newsletter distribution: the responsible of EU FP7 LINK project (European Forum on Intermodal Passenger) and the responsible of the realization of a specific algorithm for automotive Industry with Coventry University in the United Kingdom had a first contact by phone and then by e-mail with the WISETRIP coordinator in order to share the projects objectives and approach and to discuss possible collaboration. The collaboration is on-going. Teleconference meetings are to be arranged within the first two months of 2009 between WISETRIP and the above mentioned projects in order to identify in detail the potential field of collaboration.

This approach will be followed during the project life in order to build and maintain a constructive network to the other European experiences and parties in the same field tackled by WISETRIP.

3.8. Publications and press release

WISETRIP partners seek to publicise the project activities and results through papers and publications presented at sector events (conferences, workshops, etc.) and published in specialised magazines and journals.

Contacts with local and national press and media will be key for dissemination of WISETRIP activities and achievements. Therefore the beneficiary and the institutional partners will seek to maximise exposure of the project through their usual liaisons with media and press representatives.

The first project press release was discussed during the 3rd project meeting in Helsinki and prepared to be published in local journals within the end of the first year.
3.9. Planned Project Workshop and final Conference
As a major dissemination channel, an intermediate WISETRIP workshop will be organised and held during the project lifetime, probably in the late 2009.
The workshops will be targeted to city journey practitioners and actors and will focus on specific issues and innovations envisaged in the project. The workshop venue and date will be decided during the 4th project meeting in Cologne on February 5th and 6th 2009.
At the end of WISETRIP project (month 28, May 2010) an International Conference will be held to present the WISETRIP results to a professional audience. This will address the measures, methods, institutional and organisational aspects, financial aspects, operations and technologies, user and non-user acceptance, environmental and economic impacts, and lessons learned.
4. ANNEX 1 – WISETRIP BROCHURE

WISETRIP
Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

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**WISETRIP OBJECTIVES**

The overall objective of this project is to develop and validate an innovative mobility service platform, which provides and personalizes multi-modal travel information sourced from connected variant journey planners and is accessible by travelers at any place and time through various mobile or fixed terminals/devices before and during the journey.

Research & development in the project will be concentrated on the integration and algorithmic management of the co-operation graph of journey planners.

**WISETRIP ACTIVITIES**

- Project management with high level of cooperation of Consortium members to achieve the best output and results;
- Architecture Design and Requirement Analysis to investigate the needs of travelers and requirements of system;
- Development of WISETRIP Journey Planner Core System and adaptation of interconnected journey planners;
- Design and development of personalization system;
- Setting the software modules providing WISETRIP services: user interface design, device interoperability and multilingualism management;
- Integration of the overall software modules, validation of WISETRIP platform and test of the functionality;
- Wide dissemination at National, European and International level of the WISETRIP utility for travelers that can benefit of personalized and high quality information to plan their trip;
- Demonstration of the project results at seven countries.

**WISETRIP APPROACH**

The main idea is that existing independent systems for journey planning can become active subsystems of a ‘global’ journey planner system. A global system could become the point-of-reference for journey planning at a wider scale.

Additionally, the WISETRIP interconnected journey planner could provide valuable information to different transport modes and innovative services such as demand responsive transport services (DRTs), planning and management systems of DRTs which has not yet been widely incorporated within journey planners.
5. ANNEX 2 – WISETRIP E-NEWSLETTER NO.1

NEWSLETTER

October 2008
No 1

WISETRIP Project
Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised data

WISETRIP Consortium welcomes you!

Are you a worldwide traveller?
Are you willing to learn about Journey Planners?

WISETRIP could help you!

Read more about the project!

EUROPEAN UNION

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WISETRIP Project

WISETRIP project is a Collaborative project co-financed by EU FP7 programme under Theme TPT.2007.4 “The connected traveller in the city, region and world of tomorrow”.

Background and aim of FP7-WISETRIP Project

With increasing traffic demand, it becomes more and more important for travellers to get easily real-time multi-source and multi-modal trip planning service before or on the trip, in order to satisfy their demand for a safer, faster and more cost efficient travel.

The commercial systems already available are providing adequately such services within a city (i.e. local) or at a regional level, but the combination of multi-source and multi-level information (urban level and long distance level) at a wider scale and the formation of dynamic personalised information delivery during the whole trip process (pre-trip and on-trip) has not been addressed.

The main idea reached that led to this project, is that existing independent systems for journey planning can become active subsystems of a ‘global’ journey planner system.

Involving 12 partners from 6 EU countries and China and funded by the EC FP7-SST Programme, WISETRIP (Wide Scale network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised Data) has launched on 1st February 2008.

The main goal is to develop and validate an innovative mobility service platform, which provides and personalises multi-modal travel information sourced from connected variant journey planners and is accessible by travellers at any place and time through various mobile or fixed terminals/devices before and during the journey.
WISETRIP Activities

Overall, the WISETRIP project has a duration of 30 months and the project plan includes the following different Workpackages:

- **WP1 Project Management**;

- **WP2 Requirements Analysis and Architecture Design**: definition of the user & system requirements, the framework architecture and data model of the WISETRIP system. The architecture definition will follow a cross-module design principle, and will be the basis for the system development activities performed in WP3 to WP5, where detailed design and implementation takes place;

- **WP3 Journey Planner - Core System Development**: development of the core WISETRIP Journey Planner, its interfaces with the participating Journey Planners and also implement the necessary adaptation for each Journey Planner;

- **WP4 Personalisation System Design & Development**: development of the decision mechanisms supported by a well defined model of the trip life cycle and a location & preferences based ruled mechanism, for provision of real-time or other information to interested users;

- **WP5 Information Distribution System Design & Development**: development of the various software modules that are necessary to visualize the provision of the WISETRIP services to the users at multiple types of devices either fixed or mobile;

- **WP6 Integration, Validation and Demonstration**: integration of the software modules developed in WP3- WP5 to validate their interoperability, and execution of experiments and trials to qualitatively and quantitatively measure the performance gains of the journey planner platform developed within the Project, in both laboratory and real-life conditions (demonstration). Partners will utilise their a) expertise to provide a specialised panel of testers and b) their access means to the public and market to motivate wide use of the WISETRIP demonstration platform

- **WP7 Dissemination, Assessment and Exploitation**: dissemination of the project’s results for exploitation.

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**NEWSLETTER**

**WISESTRIP Milestones and timing**

In the incoming period (before end 2008 and in the first 2009) the milestones of the project are as follow:

- **Implementation of the traveller-specific services:** analytical definition of the trip life cycle involving all trip phases;
- **Interconnection guidelines for Journey Planner systems services:** clear adaptation guidelines for the 5 participating systems to the WISESTRIP Platform; Core Journey Planner System;
- **Urban and Long distance Journey Planning adaptation.**

The project will include the demonstration phase, during 2009, of the first WISESTRIP prototype to be validated and tested by five chosen validation sites in a real environment with the support of the external users group.

**WISESTRIP First results**

Starting on February 2008, the consortium has been involved in the identification of the users requirements, the reviews of the existing journey planners and a first development of the core WISESTRIP Journey Planner architecture and of its interfaces with the participating Journey Planners.

The activities have been organised and monitored through two technical meetings and two project meetings, along with a good project management structure.

Related to the above activities, the Consortium has released the first project outputs, that consists in Deliverable D2.1 “Report on the Analysis of Requirements” and Deliverable D2.2 “WISESTRIP Architecture & Data Model”. From the WISESTRIP dissemination point of view, the Consortium has already set-up a dedicated project web site (www.wisestrip.eu.org), a project brochure (also available on the project web site) and one of the three e-newsletters, at least, to be released during the project life. In the meantime, an External User Group (EUG) has been identified for monitoring and evaluating the project activities and results and for supporting the validation phase of the WISESTRIP Platform.
NEWSLETTER

Wisetrip in operation

Wisetrip Kick-off meeting
Heraklion (GR), February 12th – 13th 2008.

All Wisetrip Consortium members met together and made an overview of the project structure and activities. A six-month work plan was released at the end of the meeting. Roles and responsibilities have been distributed among partners according to the official Wisetrip Application Form approved by the Commission.

Wisetrip technical meetings

1st: Florence (IT) March 18th 2008 focusing on JPs investigation analysis.

WP2 partners involved in the investigation analysis of JPs have launched a survey to find out the Institutional, Organizational, Operational and Technical issues of existing JPs. During the meeting the partners could discuss the survey results and the approach to be followed for the next WP2 actions.

2nd: Aberdeen (GB) July 10th – 11th 2008 focusing on Architecture design

After an introduction of the final results of the Journey Planners survey and literature review, the lead partner chaired the session on functional analysis and architecture design discussing from one side the core system architecture and personalisation of Wisetrip and on the other side the external systems to be interconnected by Wisetrip.

News and events

Workshop I-travel project: a service platform for the connected traveller
Visit http://www.i-travelproject.com/
Visit our web site and download the Project Brochure!

The second Newsletter will appear in December 2008 and will be edited by Prof. John Nelson, University of Aberdeen. The Newsletter will cover the following topics: state-of-the-art in Journey Planners; introduction to the External User Group; news from partners. Contributions should be sent by 1st December 2008 to JF.Nelson@abdn.ac.uk

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The connected traveller in the city, region and world of tomorrow
6. ANNEX 3 – WISETRIP E-NEWSLETTER NO.2

WISETRIP Project
Wide Scale network of E-systems for Multimodal Journey Planning and 
Delivery of Trip Intelligent Personalised data

WISETRIP Consortium inform you!
Are you a worldwide traveller? Are you willing to learn about 
Journey Planners?

WISETRIP could help you!
Read more about the project!

EUROPEAN UNION

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State-of-the-art of journey planning systems

Previous research has highlighted the importance of accurate, good quality information for journey planning (Kenyon and Lyons, 2003). The availability of comprehensive information for the traveller can engender knowledge and confidence, foster positive attitudes towards the service provider and create favourable perceptions of efficiency and security. Indeed, information has become such a vital commodity that one can argue that informed travellers are the key to successful future transport service provision. One of the responses to the need for informed travel planning and execution has been the development of internet-based journey planners, several of which are including a series of previous EC research projects which have been focused on the development of advanced information systems for providing users with dynamic travel information and multi-modal trip planning services.

For more than a decade many advanced public transportation systems have been developed with the provision of journey planning services. The objective of this provision is to determine the shortest itineraries in terms of the en-route time or the cost (Wong and Tong, 1998; Casey et al., 1998; Horn, 2003; Modesti and Slomachen, 1998; Koncz et al., 1996; Huang and Peng, 2002; Bander and White, 1991). Furthermore, journey planning services are now directly accessible to the travellers by on-line web-based applications (Peng and Huang, 2000). One current example is Helsinki City Transport and Helsinki Metropolitan Area Council (URL: http://www.ytv.fi/eng) who are piloting a mobile Internet connection in selected buses and trams to test the feasibility of a Flash-OFDN mobile network as a general communications channel for all information transferred in and out of the vehicle. The public wi-fi connection allows passengers to access schedule and real-time information including a map of the line they are currently on with current location and the names of the next stops with estimated arrival times (Lehmuskoski, 2007). Another service using Near Field Communication will deliver real-time information to mobile phones and provide the option of buying a mobile ticket, and future options include the provision of news, event information, weather forecasts etc.

Journey planning and the wider context of passenger information provision are moving forward rapidly. The increasing diffusion of information technologies offers potential for providing better multi-modal transport information potentially available for query at any time or place. Furthermore, the opportunity to increase the number of service providers is facilitating the development of cross-modal journey planning and guidance. Crucially, the concept of "service provision" need no longer be restricted to transport services but can now be understood to embrace activity management for which there is a mobility dimension.
On the demand side, advances in personalised information driven by technology changes mean that passenger activity management makes travel appear more seamless. However, information technologies have the opportunity to raise the expectations of passengers for better services which may not be matched by the network of services provided. The issues of meeting and managing passenger / customer expectation must not therefore be overlooked as well as the impact of providing people with user-friendly, user-empowered and efficient information. Paradoxically, there is rising expectation from the point of view of the customer for instant information which in turn requires increasing system complexity. This is the area where WISETRIP seeks to make a fundamental contribution. A second paradox is that customers' expectations are for information to be provided free of charge while new technology often carries a heavy price tag (Van Leperen, 2008).

**Distribution**

WISETRIP Device User Interfaces - fixed, mobile

**Main System**

Journey Planner - Main data

**Participating Services & Data**

WISETRIP Main Architecture Engine

WISETRIP aims to enhance the present type of journey planning service through a PC or a mobile-while-on-the-move application by developing a service for planning multi-modal journeys beyond the borders of European countries or regions by taking into account multiple criteria and complex scheduling constraints. WISETRIP also aims to make a fundamental contribution through the personalisation engine based on multiple personal criteria, either defined before the trip or based on real-time data and events, to provide instant information to the users. The WISETRIP approach is to integrate demand responsive transport (DRT) with other public transport modes' concept of the common platform. This is built on top of participating Journey Planners which can enhance the information available to demand responsive transport planning.

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NEWSLETTER

Project overview

"i-Travel" is an 18-month project (started in January 2008) co-financed by the EC DG for Research Transport Directorate. This project is addressing similar (overlapping) needs and travel scenarios as the WISETRIP Project, but with different approaches and objectives. The i-Travel and WISETRIP projects are currently in close cooperation.

The i-Travel project intends to develop a service platform for the connected traveller that combines three key innovations:

1. a "virtual travel assistant" service that accompanies a traveller before and throughout each journey, providing personalised, context-aware information and support whenever, wherever, and however needed,
2. the integration of e-commerce and Internet technologies to create the first B2B "eMarketplace" in the traffic and travel information services sector, and
3. a wide-ranging community of content and service suppliers connected to customers through i-Travel to serve new markets of travellers needing instant delivery of content and trip support.

Key to the i-Travel concept is the building of a community of service providers that can operate competitively to provide services and goods to the connected traveller.

Further information about the project and its progress is available on the project website, www.i-travelproject.com. Moreover, a blog for all the project partners and people interested has been created at http://itravelproject.wordpress.com/, aiming to be a place to share further ideas and comments on the project.

The ERTICO - ITS Europe-coordinated i-Travel project held its first i-Travel workshop on 13 November 2008 in Brussels, Belgium at the Espace Moselle. The aim of the workshop was to present the project results to the wider travel community and gain feedback on the business process, use cases and architecture suggested to support the i-Travel concept. The workshop attracted many companies from different sectors.

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Introduction of External User Group

The WISETRIP External User Group (EUG) plays a key role in evaluating the project results and getting users’ feedback on the project outputs in various time-periods. In fact, the EUG will be regularly contacted in order to notify about project’s evolution and achievements. The EUG includes Users, Traffic Managers, Public Authorities, Transport Operators, Equipment Manufacturers, Service Providers, Application and Service Developers and Research Organizations. The total number of External User Group (EUG) Members is 30, including 25 from 10 EU Countries: Belgium (1), Czech Republic (1), Denmark (1), Finland (2), Germany (2), Greece (11), Italy (1), Spain (1), The Netherlands (1), UK (4) and 5 from Other Countries: Australia (1), China (3), USA (1).

The EUG related activities have progressed according to the Workplan. In particular, the EUG members have been invited to i-travel workshop and all relevant WISETRIP information and newsletter have been distributed to the EUG members. In addition, three EUG members have been confirmed their interest in participating in peer-review of project deliverables.

The full details of EUG can be requested from Dr Xiwen Zhang from BPV (e-mail: xiwen.zhang@bpv-ac.de)
Hangzhou – The WISETRIP Site in China

Located in the centre of the Chinese Yangtze Delta Area and covering a total of 16596 km2, Hangzhou is the Capital of Zhejiang Province and one of the WISETRIP demonstration sites. The population of Hangzhou amounts to 6.43 million, 61% of whom are registered in the urban areas. With a history of some 2,200 years and beautiful landscape, Hangzhou is one of China’s most famous and important tourist destinations. Hangzhou has been titled as “the Best Tourist City” by World Tour Organization and China National Tourism Administration; and “the Leisure City in East” by World Leisure Organization. In 2007, 41.1 million domestic tourists and 2.09 million overseas tourists visited Hangzhou, with an annual growth rate of 11.7% and 14.6% respectively.

To meet the huge demand for passenger and goods transportation, the Municipal Government of Hangzhou has heavily invested in transportation infrastructures. As an important hub of railway transportation in southeast China, two main railways are linking Hangzhou with other Chinese cities and regions, such as Shanghai, Ningbo, Jiaxing Province, etc. New breakthrough has also been made in construction of the Hangzhou road network. With Hang-Qian and Hang-Hui Expressways opened to traffic in 2006, the so-called “One Hour and a Half Transportation Circle” of the Hangzhou Municipality has been established. By the end of the 2007, the total length of roads in Hangzhou reached 14462 KM, including 484 KM Expressways. New improvement has been achieved in air transport as well. There are currently 191 flight routes operated at the Hangzhou Xiaoshan International Airport, including 38 international routes. The volume of passenger transportation amounted in 2007 to 11.73 million person-trips, representing an annual growth rate of 18.3%.

Hangzhou has also provided a strong public transport services to the general public. The public transport network involves more than 400 bus routes and some 5000 public transit vehicles. With the first express bus-route (BRT) being recently put in operation, Hangzhou is one of the Chinese pioneer cities in providing such a rapid bus transport service. In addition, Hangzhou has started to construct and establish underground transport services. In order to enable public transport users to plan their trip, the schedule of all public transport service routes is available online. This has provided a sound basis for the WISETRIP demonstration in China.
**NEWSLETTER**

**WISETRIP in operation**

**WISETRIP project meeting**

3rd: Helsinki (FI) October 15th – 16th 2008

Presentation of Architecture Design and D2.2 contents (led by Forthnet). Detailed discussion on WP3 - Journey Planner core system development - and allocation of Tasks work for beneficiary partners (led by MOBISOFT). Presentation of WP4 on Personalisation System Design and Development (led by ETRA). The second day focussed on WP6 on Integration, Validation and Demonstration followed by presentation of the draft Evaluation Plan (led by AUEB). The meeting was finalised with the overview of dissemination activities (led by ATAF).

The 4th will be held in Cologne (GER) on February 5th – 6th 2009

Focusing on WP3 and WP4 progress and initial reports for the later stages Deliverables.

**WISETRIP presence**

1. ITS Finland Summer Seminar Heureka, Tikkurila, May 2008 (MOBISOFT)
2. 10th International Conference on Application of Advanced Technologies in Transportation, Athens, May 2008 (AUEB)
3. INOVATE with Aberdeen at University of Aberdeen September 2008 (UoA)
4. European Week of Regions and Cities, Brussels, October 2008 (ATAF)
5. EASYWAY/VIKING workshop, Copenhagen, October 2008 (DESTIA)
6. 24th International Tourism Exhibition Thessaloniki, November 2008 (Forthnet)
7. I-TRAVEL project workshop Brussels, November 2008 (Forthnet, DESTIA, ATAF)
8. 15th World Congress on ITS, New York, November 2008 (MOBISOFT)
9. 88th Transportation Research Board (TRB) Annual Meeting, Washington DC, January 2009 in Washington DC (ATAF/UoA)

The third Newsletter will appear in Spring 2009 and will be edited by Brian Masson and Forthnet. The Newsletter will cover topics related to WISETRIP architecture and status of implementation. Contributions should be sent by the middle of March 2009 to brian.masson@btkinternet.com

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