

Ride 2Rail

OPEN CALL FOR TRANSFERABILITY



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1. INTRODUCTION

RIDE2RAIL is a Research and Innovation Action funded by the European Commission under the H2020 Mobility for Growth program. RIDE2RAIL aims to promote an effective Ride Sharing practice of citizens, making it a complementary transport mode that extends public transport and rail networks.

RIDE2RAIL will design, develop and test in real demonstrators a set of software components for the Shift2Rail IP4 ecosystem, including advanced Travel Companion features and a crowd-based Transport Service Provider, which will foster the combination of flexible and regular multimodal mobility through an easy personalisation in diverse existing environments, thus facilitating the market uptake.

RIDE2RAIL will deliver a set of validated proof of concepts and business cases envisaging future mobility scenarios, developing software modules and functionalities integrated in the Shift2Rail IP4 ecosystem (enhancing the S2R Travel Companion) and testing them in four cities in Europe: Padua, Athens, Brno and Helsinki.

In this context, this document provides all the necessary information and guidance for any interested organisation to prepare and submit an application to the Ride2Rail Open Call for transferability of RIDE2RAIL project results.

Any organisation engaged in MaaS (Mobility As A Service) design and/or development and interested in exploring RIDE2RAIL solutions, is invited to submit an application to the RIDE2RAIL Open Call for RIDE2RAIL. Potential applicants are advised to read carefully the whole document before beginning their applications, and make sure that they:

Meet all the necessary eligibility criteria;

Fill in each section of the application form, as per the requested information.

This document is divided into four main sections.

Chapter 1 General Call Information provides a summary of the main aspects of the RIDE2RAIL Open Call for transferability.

Chapter 2 “Background: project concepts and tools” provides an overview of the main innovation areas investigated by RIDE2RAIL.

Chapter 3 “How to Apply and Procedures to Follow” describes the main steps for submitting an application to the Open Call for transferability.

Chapter 4 “Selection” provides an account of the adopted evaluation process, of the assessment criteria and the applicant selection procedure.

All application documents must be submitted by email to d2d@uic.org.

¹ Shift2Rail is the first European rail initiative to seek focused research and innovation (R&I) and market-driven solutions by accelerating the integration of new and advanced technologies into innovative rail product solutions. Shift2Rail promotes the competitiveness of the European rail industry and meets changing EU transport needs. R&I carried out under this Horizon 2020 initiative develops the necessary technology to complete the Single European Railway Area (SERA).



2. GENERAL CALL INFORMATION

2.1. Scope and terms of the call

2.1.1. Aim and General objectives

The aim of the Open Call for transferability is to ensure an effective EU-wide transfer of RIDE2RAIL results and technologies developed within the project both to other relevant mobility stakeholders in those specific pilot sites (for further roll-out), as well as to all project partners not directly involved in those dedicated activities.

The selected transferability candidates will benefit from transferability exercises to be delivered online through public webinars, dedicated call conferences and email exchanges in which RIDE2RAIL experts will assess the current status of RIDE2RAIL innovative solutions and provide suggestions on how to refine and improve aspects of the IT solutions.

This action will transfer the usability of measures implemented, from the pilots to the regional level and 'small/rural City Interest Group' consisting of up to 5 additional to the Consortium cities to closely follow the activities of the pilots, with the aim of achieving further potential replication. A multicriteria selection process will be followed to allow the engagement of the most appropriate replicator Cities of RIDE2RAIL and their mapping to the RIDE2RAIL test sites.

2.1.2. Duration of the activities

The exercises for the selected transferability candidates will start in June 2021 and end in February 2022 (chapter 10.3).

2.1.3. Location of transferability candidates

The transferability candidates must be located in one of the EU member states or an H2020 Associated Country.

2.1.4. Financial provisions and duties

Selected transferability candidates accept to participate on a voluntary basis at no charge to the action, the only purpose of which is to train candidates on the RIDE2RAIL deployment and disseminate the project experiences gained from the RIDE2RAIL pilot sites.

The selected transferability candidates accept that nothing shall affect intellectual property existing prior or generated within the transferability exercises whose results will be reported by the RIDE2RAIL project in the public deliverables.

2.2. Eligibility criteria

The call is open to all stakeholders, e.g. public bodies/authorities or private companies, aiming at offering an integrated set of transport services in a specific European municipality or region.



3. BACKGROUND: PROJECT CONCEPTS AND TOOLS

During the last decades, globalisation, mobile and sharing economic trends increased the need for mobility. Worldwide the use of private cars has a predominant role with a stable modal share in most countries. In addition, unprecedented urban sprawl and dispersed land-use patterns, such as the large developments of extra-urban housing, dominance of big malls, and the consolidation of service centres into fewer, larger units, strengthened individual mobility behaviours, particularly in rural and low-demand areas, consolidating the car as the most preferred transport mean and correspondingly harming the quality of collective transports.

These factors result in a negative condition for both urban and rural mobility: several statistics show that car occupancy rate for commuting trips in EU countries is about 1.1 persons per vehicle, with related implications on traffic congestion, energy consumption, and environmental impacts.

Mobility policies should therefore deal with attentive urban planning, aimed at reducing the need for travel, when possible, and, as second step, promoting more sustainable transport modes. For the latter, the co-modality approach clearly showed to be largely effective, by bringing more traffic demand to high-capacity transport modes and better exploiting their full potential reducing consequently a share of traffic currently addressed by individual private mobility. Among transport demand management with a co-modal approach, there is growing interest in Ride Sharing which recently emerged as an effective practice also thanks to mobile technologies facilitating social and matchmaking mechanisms. This approach should be encouraged by considering it a key factor in reducing the overall distance travelled by private vehicles and a formidable feeder for high-capacity transport services. Despite its significant potential, Ride Sharing has demonstrated limited uptake so far, because of a set of barriers such as insufficient awareness of dedicated services, lack of trust and willingness to ride with strangers, need for flexibility in scheduling to allow and cope with change in plans and uncertainty in reaching agreements on sharing costs.

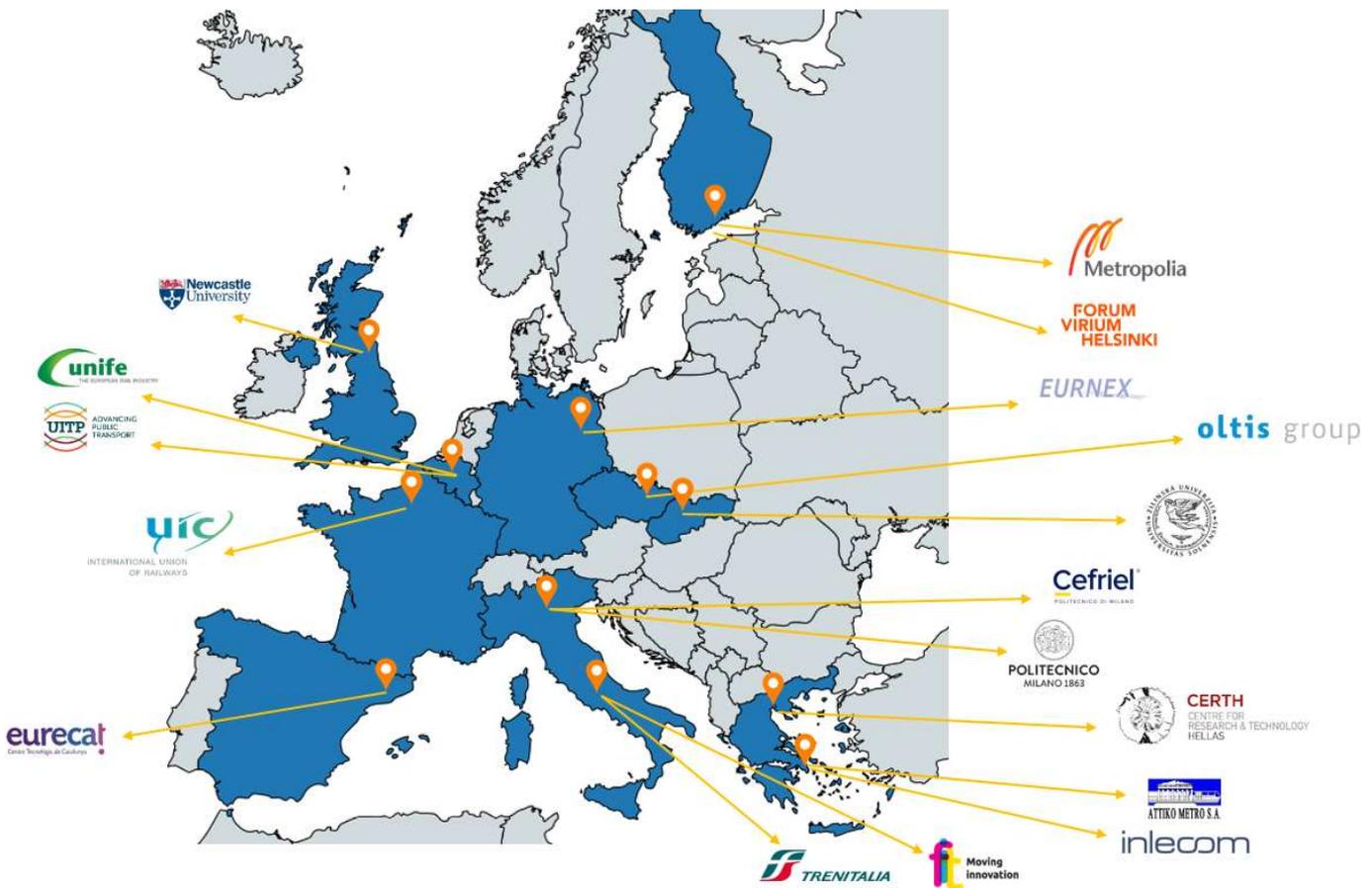
Among these experiences, real-time ride sharing technologies are emerging for facilitating instant matching between drivers and passengers with similar itinerates. This technology has been pilot implemented in several cities, but the demand for instant Ride Sharing is still relatively limited because of lack of critical mass.

As widely recognised, ride sharing, if properly developed, has the potential to reduce the number of single-occupancy vehicles. The vision of RIDE2RAIL is therefore to exploit intelligent mobility approaches making ride sharing an effective feeder for high-capacity transport services in less-densely populated and rural areas. The effects will be to deviate current demand from individual to collective mobility and even to potentially attract new demand (trips not executed), hence improving transport accessibility and reducing “disutilities” for users. The RIDE2RAIL approach is based on an inclusive vision of shared mobility within the transport network, supporting the access to individuals’ travel offers and fully exploiting social leverages to make the service highly effective. This service model will make the RIDE2RAIL concept easy replicable at a European level.



Coordinator: UITP
Consortium: 17 Participants from 10 Countries

RIDE2RAIL Consortium:



3.1. RIDE2RAIL Objectives

RIDE2RAIL's overall objective is to develop an innovative framework for intelligent mobility, facilitating the efficient combination of flexible and scheduled transport services, thus enhancing the performance of the overall mobility system. This framework, consisting in a combined suite of travel offer classifications and software components, will natively be integrated into existing collective and on-demand transport services, connecting and reinforcing the mobility offer especially in rural and low-demand areas, in order to induct the access to high-capacity services (rail, bus and other public transport services) thanks to easy-to-use multimodal and integrated travel planning, booking, ticketing and payment features.

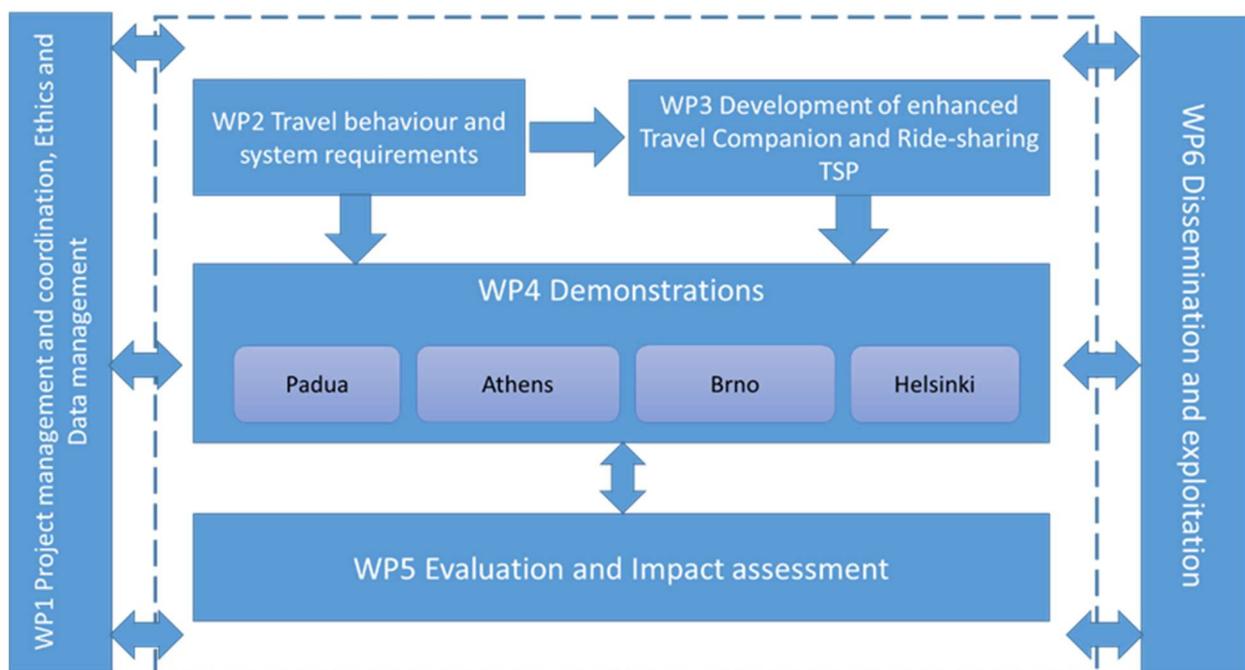
RIDE2RAIL aims to integrate multiple (public/private/social) data sets and existing transport platforms for promoting an effective ride sharing practice of citizens, making it a complementary transport mode that extends public transport networks. The integration between the Ride Sharing practice, along with a relevant critical mass of users, and the public transport network will deliver a crowd-based mobility network and will be achieved by the RIDE2RAIL framework for intelligent mobility that will integrate and harmonise real-time and diverse information about public transport, ride sharing and crowdsourcing in a social ecosystem facilitating the

comparison and the choice between multiple options/services classified by a set of criteria including environmental impact, travel time, comfort, cost thus facilitating the individual, more positive, convenience of the travel experience.

As a primary objective, RIDE2RAIL addresses the current challenges of identifying criteria for multimodal travel planning by addressing the aforementioned existing barriers in ride sharing practice, developing travel scenarios and testing related business cases.

The second relevant objective of RIDE2RAIL is the design, development and test in four real demonstrators (Padua, Brno, Athens, Helsinki) of a set of software components for the Shift2Rail IP4 ecosystem, including an advanced travel companion and the crowd-based transport service provider that will foster combined flexible and regular multimodal mobility with an easy personalisation in diverse existing environments, thus facilitating the market uptake.

3.2. RIDE2RAIL Work Plan



3.3. Software Enablers

In the context of RIDE2RAIL, a suite of targeted ITS components, namely the Crowd Based TSP, the Offer Categoriser/Offer Ranker and other Software artefacts, are designed and developed to support and enhance MaaS operation, being integrated in the IP4 ecosystem. RIDE2RAIL is researching and developing individual functional/service ICT components that can be implemented to support MaaS-related operations, interacting with and enhancing other available ICT MaaS management systems in the Shift2Rail IP4 ecosystem, particularly the “Travel Companion”.

Specifically, the RIDE2RAIL Software Artefacts framework provides interested parties with the following set of software modules integrated or not in IP4 Travel Companion:



- Automatic classifier of trips computed by Travel Experts according to the results identified as an outcome of survey studies to define passenger preferences and choices criteria. The classifier will implement new algorithms able to associate itinerary offers with quantitative estimates of specific parameters for each of the classification categories.
- Trip Ranking module, which ranks classified trips according to the contextual preferences of users, and, in doing so, suggests users trips that not only fit their preferred criteria, but also are more sustainable.
- Analytics module, which automatically learns and updates user preferences depending on their history of choices, thus providing better, more tailored suggestions when ranking trips.
- Crowd-based Travel Expert generator allowing individuals, communities and/or Public Authorities to build, test and publish ride-sharing Travel Expert web services, making it available to the classifier and composer through the Interoperability Framework.
- Driver companion for the car owner to share its rides. The Driver Companion (DC) is a standalone application to allow drivers to add rides, to be inserted into the Crowd-Based TSP, fully compliant with the IP4 ecosystem travel offer modality. This app will allow drivers to offer single or periodic rides that the Crowd-Based TSP will collect. The Driver Companion will include features such as the management of rides and passengers and the ability to track ride-shares to manage alerts for disruptions/unexpected delays.
- Agreement ledger module, which is a tool, based on the blockchain technology that enables trust among IP4 actors (operators, drivers and ride offering parties) through the execution of smart contracts once a shared ride is executed.

These above mentioned RIDE2RAIL software components will be demonstrated in four demo sites:



PADUA, IT
20 km area.
Mobility app tested with rural commuters, integrated in the FS app NUGO.



BRNO, CZ
South Moravia region.
Encourage rural commuters to share vehicles for reaching PT hubs.



ATHENS, GR
20 km air-rail corridor to airport in Attika region.
Encourage carpooling to metro stations for park&ride.



HELSINKI, FI
Vuosari area.
Automated shuttle bus tested in rural areas (integrated with trip planning app) for accessing rail.



3.4. Data Sharing

A crucial aspect of RIDE2RAIL is the collection and analysis of data, in order to gain a deep and supported understanding of the actual effectiveness of actions and business models on specific and different profiles and environment, as well as the identification of technical and non-technical issues concerning data collection processing and sharing (such as data privacy, security, visibility of internal business, “fears”, trust, regulatory frameworks, etc.). At a first stage, the first priority is to:

- Identify which are the possible motivation, barriers and triggers for data sharing, and which are the possible data of interest for the project and what can help unlocking the data sharing.
- Learn which incentives, business models and measures have a positive or negative influence on user behaviour, depending on the user habits, needs and preferences and on the specific context.

As RIDE2RAIL involves human participation, ethical considerations are central in every stage of participants involvement through the lifetime of the project across Use Cases and Pilot sites.

The collected data is used for the following objectives:

- Clustering of travellers having similar characteristics and/or behaviour;
- Designing algorithms to automatically classify travel offers computed by Travel Experts;
- Designing learning mechanism which automatically learns and updates user preferences depending on their history of choices, interactions with the system and so on;
- Designing Trip Ranking and Filtering modules, which tailor and rank the travel offers according to the contextual user preferences.
- Since the research within the project will involve human participants as volunteers for social or human sciences research and a certain degree of personal data collection and processing, the protection of personal data, ethics and in guaranteeing citizens fundamental rights and freedoms is a key factor of RIDE2RAIL data management plan. The anonymisation process of collected data will allow the project not to process personal data other than the ones necessary for the management of the consortium. As such, the entire consortium guaranteed to follow the General Data Protection Regulation EU 2016/679 principles of lawfulness, fairness and transparency; purpose limitation; data minimisation; accuracy; storage limitation; integrity and confidentiality; accountability.
- Furthermore, even if RIDE2RAIL is not part of the European Commission's Open Access to Research Data Pilot (ORD Pilot), partners are committed to comply with the Guidelines on FAIR (findable, accessible, interoperable and re-usable) Data Management in Horizon 2020. Therefore, RIDE2RAIL intends to accomplish these principles in the following way:
 - Making data findable, including provisions for metadata: the data gathered, used and produced in the project will be persistent and easy to be found.
 - Making data openly accessible: the data gathered, used and produced during the project will not be openly accessible as is. The reason for this is that it will be used for statistical purposes. Only the aggregated values obtained through its analysis will be openly accessible to the Objective stakeholders.
 - Making data interoperable: the data gathered, used and produced during the project will be created out of different data sources. The data used and generated will be



funnelled through ontologies created in other projects and workspaces, reaching its interoperability through these processes.

- Increase the data reuse (through clarifying licenses): the data gathered, used and produced during the project will not be licensed to third parties by any means. It is only of interest for demonstration purposes and not for the sake of the data itself. Thus, all the data will be removed as soon as the project finalises.



4. HOW TO APPLY AND PROCEDURES TO FOLLOW

This section outlines the procedures for the submission of the application to the RIDE2RAIL Open Call for Transferability and the relevant application form and submission rules.

4.1. Application form

The applicant shall complete and submit to RIDE2RAIL the application form available at the end of this document.

Application forms must be:

- Completed following the indications and using the formatting conventions of the provided template;
- Printed to PDF format for delivery by email (see sect. 3.2). The application form consists of four main sections:
- General information about the applicant;
- Description of the candidate for transferability;
- Ambitions and development plans;
- Learning by RIDE2RAIL.

4.2. Where and how to send the application

The compiled application form shall be sent as an attachment to an email sent to d2d@uic.org.

4.3. Further information for the applicants

In case of outstanding queries on the RIDE2RAIL Open Call for Transferability, applicants are invited to:

- Visit the RIDE2RAIL website (<https://ride2rail.eu/>) and consult public deliverables;
- Write an email to d2d@uic.org with subject “support” for help from the RIDE2RAIL Applicant Helpdesk team on specific questions related to the Open Call for Transferability. The helpdesk will remain active for the whole duration of submission period.

4.4. General timing: from application to contracting

Detailed timing is developed in chapter 10.3.



TRAVEL COMPANION ENHANCEMENTS AND RIDE-SHARING SERVICES SYNCHRONISED TO RAIL AND PUBLIC TRANSPORT

OPEN CALL FOR TRANSFERABILITY



5. APPLICATION FORM

RIDE2RAIL intends to support EU -wide transferability of its tested outcomes by providing free transferability exercises aimed at:

- Assessing sustainable Business Models for RIDE2RAIL IT solutions and learn drivers and barriers towards their implementation.
- Presenting the potentialities of Software Enablers, the technical components developed and integrated within the RIDE2RAIL project and improving/extending their functionalities.

Cities, regional areas, transport operators, ICT companies already engaged in a Responsive Transport Services schemes or willing to explore this market and interested in experimenting novel solutions, are invited to submit their applications to join the offer of RIDE2RAIL project and to become a RIDE2RAIL Replicator.

The transferability exercises will be delivered online with transfer knowledge and by email exchanges in which RIDE2RAIL experts will assess the current status of replicator cities and provide their best expertise.

This Application Form must be filled in in all sections and submitted following the procedure reported in the Open Call for Transferability.



6. GENERAL INFORMATION ABOUT THE APPLICANT

The candidate for RIDE2RAIL Replicator subject must be a legal entity located in one of the EU member states or an H2020 Associated Country.

RIDE2RAIL retains the right to discard the selected application in case the condition above is not satisfied.

1. Organisation legal name:

2. Are you representing?

PUBLIC TRANSPORT OPERATOR	PUBLIC TRANSPORT AUTHORITY	CITY
Y/N	Y/N	Y/N
Private Transport Operator	ICT company	Other (please specify)

3. Legal address:

Street Name & Number:	Town / City:
Country:	Postal Code:
Website:	

4. Contact person:

Family Name:	First Name:
Title:	Position in Organisation:
Telephone:	e-mail:



7. DESCRIPTION OF THE CANDIDATE RIDE2RAIL REPLICATOR

The applicant should provide some high-level information about the served area and the combined transport services currently in place and describe the situation regarding the commuters and ride sharing in particular.

Population covered by the transport network you are responsible for/referring to	
Area covered by the transport network you are responsible for/referring to (please tick one of the options below)	
City	
Metropolitan area	
Region	
Other (please specify)	

Other info about integrated ticketing, journey planning and multi-operator schemes already in place or under development (max 2500 characters)

8. AMBITION AND DEVELOPMENT PLANS

The applicant should describe overall company/city/region multi-annual ambitions, highlighting the mobility strategy, the integration with planning policies (e.g. SUMP), the technological roadmap, multi-modal approach, integration with other non-transport aspects (e.g. tourism, leisure, environment, etc.).

Furthermore, the applicant should explain if there are other technical implementations already in progress, or formal short/mid-term plans for:

- Implementing Responsive Transport Services and approaches and car sharing in particular.
- Combining transport services and integrating different organisations, by specifying integrated ticketing and pricing models.
- Enabling interoperability among different transport modes/operators.

<p>MaaS Level of Integration</p> <p>With reference to the diagram below (MaaS Market conference platform for pioneering projects), please specify and comment the level of integration you aim to (max 700 characters)</p>	
	<p>Source: UbiGo</p>
<p>Ambitions and Development Plans</p> <p>(max 1300 characters)</p>	



9. LEARNING BY RIDE2RAIL

The applicant should demonstrate the maturity level of the current mobility solutions that could take advantage from the RIDE2RAIL experience, by reporting the status of its experience and/or developments in the two RIDE2RAIL pillars as per the following subsections.

9.1 Governance, business models and stakeholders' engagement

RIDE2RAIL is investigating and developing a set of measures, organisational frameworks, operational and business models enhancing the framework conditions for ride sharing development and operation towards public transport hubs. The applicant should outline the current business model, the governance aspects the engagement strategies of key stakeholders, by highlighting existing barriers.

Integrating with RIDE2RAIL measures and business models (max 2500 characters)

9.2 RIDE2RAIL ICT platform

RIDE2RAIL is designing and implementing a software development framework consisting of an integrated set of interfaces, protocols and ready-made software artefacts integrated in the Shift2Rail IP4 ecosystem that will ease the implementation of Responsive Transport schemes and Ride sharing and will support the creation of a intermodal ecosystem, ultimately paving the way for a combination of fixed and flexible transport services.

The full Open Call text for RIDE2RAIL transferability contains a comprehensive description of RIDE2RAIL Software Artefacts and possible integration schemes with existing MaaS/TSP ICT platforms.

The applicant should indicate which of the basic functionalities provided by the Software Artefacts are to his/her interest to explore in the transferability exercises.

Integrating with RIDE2RAIL Software Artefacts	
Software Artefacts	Level of Interest
(None/Low/Mid/High)	
Automatic classifier of trips computed by Travel Experts according to the results identified as an outcome of survey studies to define passenger preferences and choices criteria. The classifier will implement new algorithms able to	



associate itinerary offers with quantitative estimates of specific parameters for each of the classification categories.	
Trip Ranking module, which ranks classified trips according to the contextual preferences of users, and, in doing so, suggests users trips that not only fit their preferred criteria, but also are more sustainable.	
Analytics module, which automatically learns and updates user preferences depending on their history of choices, thus providing better, more tailored suggestions when ranking trips.	
Crowd-based Travel Expert generator allowing individuals, communities and/or Public Authorities to build, test and publish ride-sharing Travel Expert web services, making it available to the classifier and composer through the Interoperability Framework.	
Driver companion for the car owner to share its rides. The Driver Companion (DC) is a standalone application to allow drivers to add rides, to be inserted into the Crowd-Based TSP, fully compliant with the IP4 ecosystem travel offer modality. This app will allow drivers to offer single or periodic rides that the Crowd-Based TSP will collect. The Driver Companion will include features such as the management of rides and passengers and the ability to track ride-shares to manage alerts for disruptions/unexpected delays.	
Agreement ledger module, which is a tool, based on the blockchain technology that enables trust among IP4 actors (operators, drivers and ride offering parties) through the execution of smart contracts once a shared ride is executed.	



10. SELECTION

10.1 Evaluation process

The evaluation process of eligible proposals will be carried out by RIDE2RAIL evaluation committee, in respect of principles of fairness and transparency, with the overall goal to transfer knowledge to organisations willing to explore and demonstrate MaaS potentialities. The evaluation committee in charge of the final choice between applicants will comprise one representative of each of the following organisations: UITP, UIC, FS Technology, UNIFE and EURNEX.

The final ranking of applicants and related scores will be distributed to each applicant and the winning names will be published in the RIDE2RAIL website.

Up to the five best proposals, for each call session, will be selected to participate to the transferability project. As a possible bonus, upon costs justifications, successful applicants may have their travel to the demo sites (to participate to the local events that RIDE2RAIL will organize in the demo cities) reimbursed for an expenses amount of 2.600 € per each of the 5 winners.

The other proposals evaluated will have access to the public documentation elaborated by the project but will not have the possibility to benefit from individual training programmes.

The planning process is described below in chapter 10.3.

10.2 Assessment criteria, scoring thresholds and weights

Proposals will be evaluated according to the following criteria that will be assessed upon the received applications: proposals reaching a score below five out of ten will be considered uneligible.

Assessment Criterion 1: technical and organisational feasibility of the proposed developed plan, moving from the current MaaS scheme and presenting ambition, advancements and a concrete value chain analysis;

Assessment Criterion 2: maturity level and innovation potential of the current mobility solutions that could take advantage from the RIDE2RAIL MaaS experience.

Assessment Criterion 3: The regional multiplier strategy apply i.e. if another neighbouring city is already a RIDE2RAIL site.

Each evaluation criterion will accord scores reflecting feasibility, innovation, integration and conformity to the project ideas. Designed evaluators will provide scores on each criterion as per the following table:

EVALUATION	SCORE
Excellent. The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.	5
Very Good. The proposal addresses the criterion very well, but a small number of shortcomings are present	4
Good. The proposal addresses the criterion well, but a number of shortcomings are present.	3
Fair. The proposal broadly addresses the criterion, but there are significant weaknesses.	2

Poor. The criterion is inadequately addressed, or there are serious inherent weaknesses.	1
The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information	0

10.3. Open call for transferability planning

ACTION	DATE	DATE	DATE
		In case winning slots are still available after the first selection round	In case winning slots are still available after the second selection round
Planned date for publishing Open Call for Transferability	01/07/2021	13/10/2021	01/01/2022
Applications deadline	01/10/2021 17:00	13/11/2021 17:00	01/02/2022 17:00
Planned date for award of Open Call	From the 03/11/2021	From the 03/12/2021	From the 02/02/2021
2 nd Stake Holder meeting	February 2022		
Travel to R2R Pilot/Demo cities	Summer/Autumn 2022		
Beginning of replicability exercise	From 01/09/2022		