



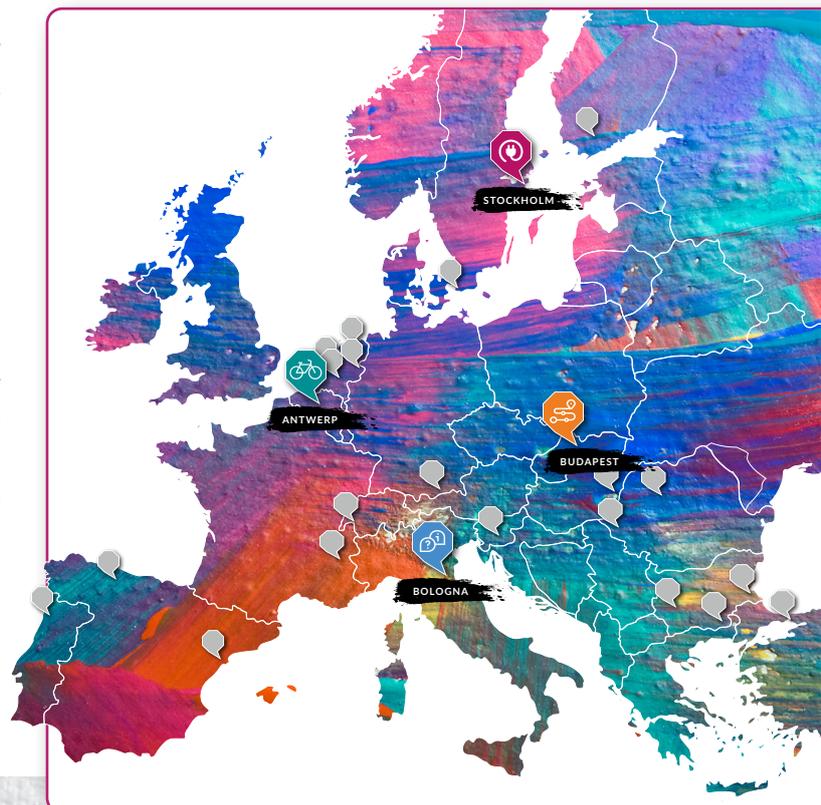
Digitalisation & Data Management



Image: Dreamstime / George Kroll

Using knowledge exchange and capacity building to speed-up the roll-out of sustainable mobility innovation: **that's what the CIVITAS FastTrack project was all about.**

Reliable **data** is crucial to effective decision-making, to secure local buy-in, to move forward with swift implementation, and to monitor impacts of sustainable mobility innovations. Often, relevant data spans several areas, groups, modes of transport, and more. This breadth of data is not always directly available to cities, nor easily collected, managed or compared. FastTrack supported cities to learn more about **digitalisation**, and state-of-the-art **data management platforms** to make effective data use and processing feasible.





FastTrack's approach

When considering the challenges **digitalisation and data management** present to mobility professionals, FastTrack cities identified topics of particular interest: **data collection and analysis; collaboration with stakeholders** to integrate public services through data collection; **data management system development;** and **data ownership and access**, including providing free data to generate applications for public use.

A FastTrack co-learning workshop presented cities with different data collection, data sharing, and data integration methods; and, a panel debate focused on taking an ecosystem approach to data that engages all stakeholders. Some examples and lessons that emerged from experts and cities include:

Data collection and analysis

The City of Helsinki (FI) explained how they're using data to build a digital twin – i.e. a virtual representation of real-life products, systems, or processes – using an in-house company. This form of data analysis will help them model and test different innovations for swift and effective sustainable mobility planning.

Stakeholder collaboration & data management system development

Imec, a company that collaborates with public, private, and academic actors, presented *Mobilidata*, a programme to improve traffic in Flanders (BE) by providing road users with real-time information about their journeys. *Mobilidata* brings together policymakers, businesses, government departments, locals, and app-builders to collaboratively make being on the road safer and more sustainable. *Mobilidata*

is part of co-creating a raft of innovative mobility solutions using digital infrastructure, smart traffic lights, and high-quality data.

Data ownership and accessibility

The City of Barcelona (ES) shared its experiences introducing regulations around open-access data to minimise the extent to which local mobility departments are forced to depend on suppliers transparently sharing data. Likewise, Rotterdam (NL) provided insights regarding the ways that they consider open data in their procurement processes. This has helped them to engage with innovative private mobility companies, while still collecting open access data, and ensuring fair access to data.

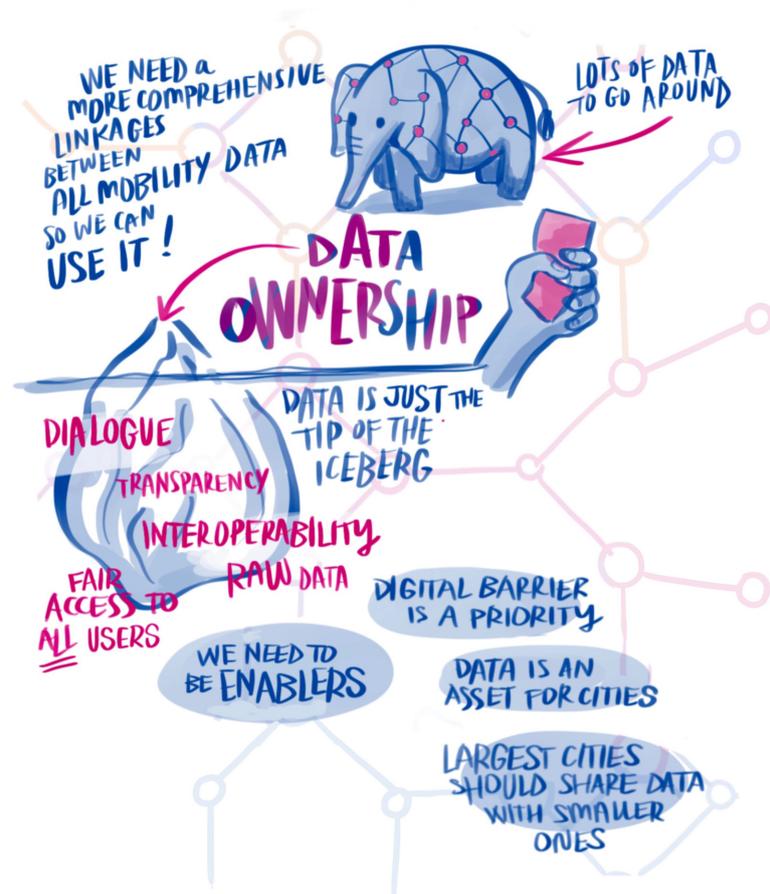


Illustration: Carlotta Cataldi



Results

FastTrack cities integrated newly acquired insights into data management into their concrete **innovation deployment plans**. Some examples of FastTrack cities demonstrating the key points include:

City of Munich: data collection and analysis

To date, Munich (DE) lacks local data, relying on national statistics. For example, they assume that one third of traffic relates to logistics but lack data to confirm this. Munich thereby applied for and received national funding to hire a contractor, who is currently helping them develop a data collection strategy.

City of Stockholm: stakeholder collaboration & data management system development

Stockholm is collecting data from several sources to create accurate maps of logistics hot spots. There is,

however, a tendency to want more and more data to sway stagnating discussions. The city decided to thereby simplify things, focusing only on data that identifies vehicle flows. The city's Traffic Office and their partner Scania organised a data lab workshop to develop the concept further, and to clarify the goals and content of the cooperation. One of their key lessons was that it was helpful to have – or to play the role of – a neutral actor in the data collection process to mediate any concerns around commercial sensitivity and privacy. It can be useful to engage external expertise to fill this role.

City of Antwerp: data ownership and accessibility

In the context of its involvement in an earlier CIVITAS project, PORTIS, Antwerp (BE) developed incentives for mobility providers to invest in data accessibility. It made use of project calls to roll-out a 'carrot-and-stick' approach, in which providers who responded to calls were incentivised to set up open access platform, while also being required to respect stringent data sharing rules.



Illustration: Carlotta Cataldi



Lessons learnt and recommendations

Collecting objective and reliable data to underpin sustainable mobility innovations is no easy feat. Nor is setting-up processes for integrating, accessing, analysing and sharing that data.

FastTrack cities note that overcoming these issues requires financial means, political support, and sufficient professional capacity within the city administration. These barriers may lead cities to be keen to use data from third parties as much as possible, including data from other levels of government, as well as from private companies. This solution, however, is accompanied by its own set

of challenges related to privacy, GDPR compliance, and reluctance of some private actors to share data if this could hamper their (perceived or real) competitive advantage.

Nevertheless, partnerships with varied stakeholders are crucial to effective use of data for sustainable mobility. Cities can set-up regulations and licencing schemes that encourage, or even oblige, private mobility providers to share certain types of data, and can bake these requirements into public procurement processes. For this to be effective, however, mutual trust must be nurtured.

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info@FastTrackMobility.eu

