



B Action Plan for the Future Mobility in Europe

Horizon 2020 – Coordination and Support Action

D2.4 – Story map 2: opportunities for transport

Version: 1.0

Date: 30.06.2017

Responsible Partner: Deep Blue Srl



Document Information

Document Number	D2.4
Document Title	Story Map II: opportunities for transport
Version	1.0
Status	Final
Work Package	WP 2
Deliverable Type	Report
Contractual Date of Delivery	30.11.2016
Actual Date of Delivery	30.06.2017
Partner Responsible	Deep Blue
Contributors	Consortium
Keyword List	Story mapping process, Opportunity Map
Dissemination level	PU

Document change record

Version	Date	Status	Author	Description
0.1	01/11/2016	Draft	A.Golfetti (DBL)	Creation of the document
0.2	15/06/2017	Draft	A.Golfetti, C.Muccitelli, L.Napoletano (DBL)	Sections completed
0.3	19/06/2017	Draft	A.Golfetti, C.Muccitelli, L.Napoletano (DBL), B.Müller(VDI-VDE)	Revision 1: amendments by Coordinator
0.4	23/06/2017	Draft	A.Golfetti, C.Muccitelli, L.Napoletano (DBL), B.Müller(VDI-VDE)	Revision 2: amendments by partners
1.0	17/07/2017	Final	A.Golfetti, C.Muccitelli, L.Napoletano (DBL), B.Müller(VDI-VDE)	Final

Consortium

1	(Coord.) VDI/VDE INNOVATION + TECHNIK GMBH VDI/VDE-IT	DE
2	VRIJE UNIVERSITEIT BRUSSEL VUB	BE
3	INSTITUT FRANCAIS DES SCIENCES ET TECHNOLOGIES DES TRANSPORTS, DE L'AMENAGEMENT ET DES RESEAUX IFSTTAR	FR
4	CENTRE FOR RESEARCH AND TECHNOLOGY HELLAS CERTH	GR
5	DEEP BLUE SRL DEEP BLUE	IT
6	SIEMENS AKTIENGESELLSCHAFT	DE
7	CENTRO RICERCA FIAT SCPA CRF	IT
8	FUNDACION ZARAGOZA LOGISTICS CENTER ZLC	ES
9	BAUHAUS LUFTFAHRT E.V. BAUHAUS LUFTFAHRT	DE
10	ECHANDIA MARINE SWEDEN AB	SE
11	STMICROELECTRONICS S.A. ST Micro	FR
12	HUMANIST	FR
13	Osborne Clarke SCRL Osborne Clarke	BE
14	AUTORITAT DEL TRANSPORT METROPOLITA ATM	ES
15	Vereniging reizigers openbaar vervoer Rover	NL
16	International Longevity Centre – UK ILC	UK
17	Budapest Association of Persons with Physical Disabilities MBE	HU
18	Teknologian tutkimuskeskus VTT Oy VTT	FI
19	INTERNATIONAL COUNCIL ON CLEAN TRANSPORTATION EUROPE GGMBH ICCT	DE

Table of Contents

1	INTRODUCTION.....	7
1.1	TRENDS AND USER NEEDS	7
1.2	PORTFOLIO OF SOLUTIONS.....	7
2	STORY MAPPING PROCESS.....	8
3	THE OPPORTUNITY MAP: LINKS	10

List of Figures

Figure 1:	Visualisations of the story mapping process.....	9
-----------	--	---

List of Tables

Table 1:	Story mapping process and main results achieved so far	8
----------	--	---

Executive Summary

Mobility4EU is a Coordination and Support Action of the European Commission started in January 2016 and lasting for 3 years, until 31 December 2018.

The project will deliver a vision for the European transport system in 2030 and an action plan including a roadmap to implement that vision. The work towards that vision and action plan is based on the identification and assessment of societal challenges that will influence future transport demand and supply and the compilation of a portfolio of promising cross-modal technical and organisational transport solutions. The entire process from studying trends and options for solutions, developing a vision and finally the action plan are organized within a structured participatory approach that focuses on user-centeredness and that aims to engage a broad stakeholder community into the consultation processes. A further goal is to build a European Transport Forum that continues the work beyond the project duration and works on complementing the action plan.

The aim of this document is to present the publishable visualization of the Opportunity map that resulted from the second Mobility4EU workshop on “Novel and innovative mobility concepts and solutions” (see D5.7 “Workshop on novel and innovative mobility concepts and solutions” for further information).

The publishable version of the opportunity map together with its accessible version are available on the project website at <http://www.Mobility4EU.eu/graphics-and-maps/>.

[Full brochure \(best for printing\)](#)



[Full brochure \(for digital consultation\)](#)



[Accessible version](#)



1 Introduction

Mobility4EU is working on delivering a vision for the European transport system in 2030 and an action plan including a roadmap to implement that vision. This work is being carried out within a structured participatory approach that aims to engage a broad stakeholder community into the consultation processes. This is achieved by employing a structured tool, the Multi-Actor Multi-Criteria Analysis (MAMCA), and an accompanying story mapping process that supports the process in a more creative and interactive way.

1.1 Trends and User needs

The work towards that vision and action plan is based on the identification and assessment of societal challenges, requirements and needs that will influence future transport demand and supply. This led to the definition of **9 trends** shaping the future European transport system. These trends have been described in a comprehensive report (for further details see D2.1 – “Societal needs and requirements for future transportation and mobility”) and set into context to the transport system in 2030 within a **context map** (see D2.3 – “Story map I: requirements and challenges on transport”) interactively generated with stakeholders from all fields in transport and mobility. The research on trends and their impact on mobility, the structured participative discussions with stakeholders on needs for European transport in 2030 and the investigation of stakeholder objectives by using a **stepwise and scientifically sound approach (Multi-Actor Multi-Criteria Analysis – MAMCA)** led to the definition of **15 user needs** setting the requirements on mobility and transport in Europe in 2030.

1.2 Portfolio of solutions

Together with European experts from all fields in transport of passengers and freight, a portfolio of **93 promising and innovative transport solutions** across all modes answering the identified user needs has been composed (see D2.2 – “Novel and innovative mobility concepts and solutions”). These include solutions in concept or research state but also recently implemented ones that need to be supported for advancing technologies or products and for wider deployment.

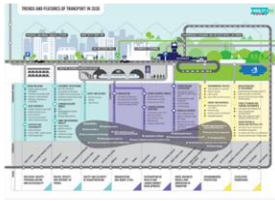
2 Story mapping process

Mobility4EU uses a powerful visualisation technique of **story mapping**. The story mapping process facilitates discussions during participatory workshops and the information sharing through a graphic visualisation. In this way project partners, associated partners and external stakeholders can easily follow up the entire process. Table 1 describes the story mapping process by highlighting the connection between the set of workshops planned during the project and the main outputs.

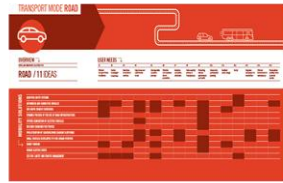
Workshop 1 “Societal requirements and challenges for transport”, May 2016 – Berlin	Context Map
Societal challenges, requirements and needs that will influence the future transport demand and supply have been discussed. 9 trends that impact transport and mobility demand were used as a starting point to represent the context map. (For further details see D5.6– Workshop on societal requirements and current challenges for transport)	The context map describes trends, societal, political and economic factors and technologies shaping the future transport system in 2030.
Workshop 2 “NOVEL AND INNOVATIVE MOBILITY CONCEPTS AND SOLUTIONS”, July 2016 – Brussels	Opportunity Map
The second workshop was dedicated to identifying novel and innovative solutions that answer the societal requirements and demands on mobility. A portfolio of novel and innovative transport and mobility solutions responding to the mobility demands in the current European transport system was derived. The portfolio was used as main input to build the opportunity map. (For further details see D5.7 –Workshop on novel and innovative mobility concepts and solutions).	The opportunity map gives a comprehensive view on the portfolio of solutions across all modes.
Workshop 3 “Vision for Transport 2030”	Vision for Transport in 2030
TBD	Visualises a vision panorama for future transport system
Workshop 4 “Action Plan”	Roadmap
TBD	Visualises the implementation path towards that vision

Table 1: Story mapping process and main results achieved so far

The final graphic representations of the individual parts of the story map process will therefore contain the results from both the workshop and the topical work in the project. The **context map** and the **opportunity map** build the first part of the story mapping process that will be completed through the generation of a vision for the transport system.



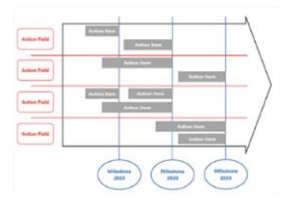
CONTEXT MAP



OPPORTUNITY MAP



2030 VISION PANORAMA



ROADMAP

Figure 1: Visualisations of the story mapping process

3 The Opportunity Map: links



The Opportunity map derived from the second workshop on “Novel and innovative mobility concepts and solutions” was transferred into a publishable graphic visualization that gives a comprehensive view on the portfolio of solutions across all modes. It visualizes the connections between solutions and user needs in 1 matrix for each transport mode (air, waterborne, road, rail) and 2 for the multimodal fields (urban and freight transport). Finally, one matrix on “all modes” shows solutions that relate to all of the four transport modes. The last visualization of the opportunity map analyses user

needs which could be met through collaboration across modes.

[Full brochure \(best for printing\)](#)



[Full brochure \(for digital consultation\)](#)



[Accessible version](#)

