



HORIZON 2020  
EU COORDINATION AND  
SUPPORT ACTION

# ACTION PLAN FOR THE FUTURE OF MOBILITY IN EUROPE

## 2ND MAMCA WORKSHOP: WEIGHTING OF STAKEHOLDERS CRITERIA

### *WORKSHOP HANDOUT*

#### THIS HANDOUT INCLUDES:

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## PART #1

## PROJECT INTRODUCTION

## # KEY FACTS

CSA - COORDINATION AND SUPPORT ACTION  
FROM JANUARY 2016 UNTIL  
31 DECEMBER 2018

## # OBJECTIVES

MOBILITY4EU establishes the future vision of a transport system in 2030 in Europe by:

- Identifying and analysing societal drivers
- Developing an action plan and a road map
- Engaging relevant stakeholders and the general public in a participatory project

## # PROJECT WEBSITE

[www.mobility4eu.eu](http://www.mobility4eu.eu)

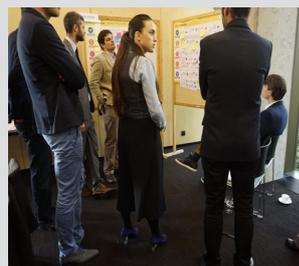
Mobility4EU is a Coordination and Support Action of the European Commission started in January 2016 and lasting for 3 years, until 31 December 2018. The project will deliver a vision for the European transport system in 2030 and an action plan including a roadmap to implement that vision. A forum shall be established that continues beyond the duration of the project and that engages in further activities to realize the action plan.

*The work towards that vision and action plan is based on the identification and assessment of **societal challenges** that 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 will be organized within a structured **participatory approach** that focuses on user-centeredness and that aims to engage a broad stakeholder community into the consultation processes. This will be 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.*

*Within the first phase of the project, societal challenges, requirements and needs that will influence the future transport demand and supply have been assessed and which lead to the creation of the context map which is the first part of the story map and is available on the project website. The second step was to compile a portfolio of promising novel and innovative transport and mobility solutions which is still being finalized and will provide another piece of the story map, the opportunity map.*

*The last interactive workshop focused on the scenario building thus initiating the MAMCA. The fourth workshop will now discuss stakeholders criteria towards mobility and transport in Europe in 2030.*



## PART #2

THE MULTI-ACTOR MULTI-CRITERIA  
(MAMCA) METHODOLOGY

## #INTRODUCTION TO MAMCA

In order to obtain a widely supported and consensus-based action plan the Multi-Actor Multi-Criteria Analysis (MAMCA) methodology is used to consult a broad stakeholder community representing the main societal actors in Europe. This stepwise and scientifically sound approach will allow the consortium of the MOBILITY4EU project to involve a large group of stakeholders in the process of identifying, evaluating and prioritising future user needs, new transport concepts, implications and potential societal resistance and adoption.

## #MAMCA STEPS

MAMCA has seven steps: the process starts with the **consolidation of the large number of potential future solutions** identified in Work Package 2 into 4 scenarios that depict the future of the European transport system (**step #1**). Then a **stakeholder analysis** will map all stakeholder groups that are relevant for the evaluation and identify their objectives (e.g. mitigation of air pollution, reduction of traffic accidents, improving equity in rural areas (**step #2**). The objectives will be translated into **simple criteria** (e.g. reduction of traffic accidents = traffic safety) and each stakeholder group will attach weights to their criteria to express the importance of these criteria (**step #3**). Then **indicators and measurement methods** for each criterion will be identified with international experts (**step #4**). Indicators are used to measure the performance of a scenario i.e. how would a certain future scenario impact a criteria (e.g. air quality) compared to the baseline situation (present). After that, the **scenarios will be evaluated by international experts** based on their performance measured by the indicators or qualitative assessment (e.g. slight improvement, significant improvement, etc.) (**step #5**). Therefore the **impact of each scenario on each criteria will be assessed** to see e.g. how the scenarios affect traffic safety, greenhouse gas emissions etc. In the next step, the results of the evaluation will be produced by the MAMCA software in the form of the **ranking of scenarios for each stakeholder group (step #6)**.

The **results of the MAMCA will be discussed with the stakeholders** at a dedicated workshop where the outcome of the evaluation process will be presented to and discussed with them (**step #7**). Since MAMCA does not produce an ultimate ranking of the scenarios this **workshop will serve as a consensus-building platform** where all stakeholders will come to a consensus on the scenario that best represents their objectives for the future of transport in the EU. This scenario then will be taken forward to the action plan. The above methodology will be facilitated through an



PART #2 MAMCA METHODOLOGY

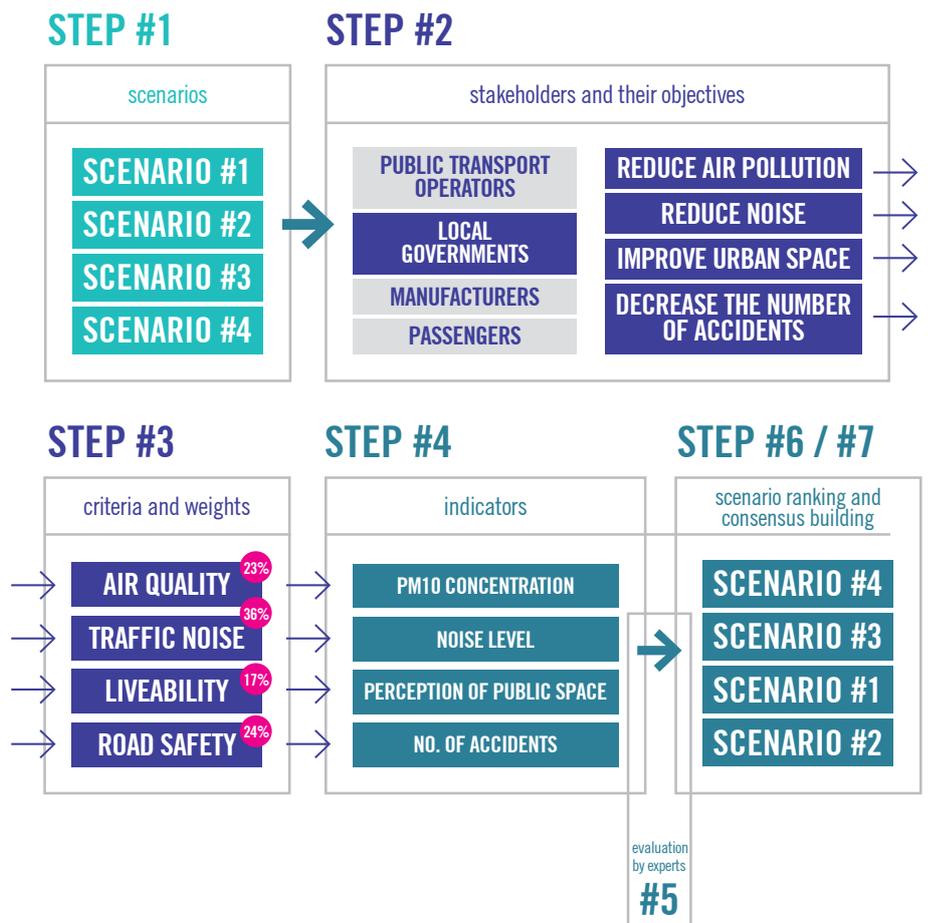
#THE PLANNED SCHEDULE OF THE MAMCA PROCESS

- 21 OCTOBER 2016**  
*Scenario building workshop (WS3), Brussels*
- NOVEMBER, 2016**  
*Online survey to identify stakeholders' objectives*
- 22 NOVEMBER 2016**  
*Weighting workshop (WS4) Brussels*
- NOVEMBER 2016-JANUARY 2017**  
*Online survey to identify stakeholders' criteria and weights*
- APRIL 2017**  
*Evaluation of scenarios with international experts*
- OCTOBER 2017**  
*Consensus building workshop*

online decision making platform, i.e. the innovative MAMCA software providing an interactive method to weight stakeholder objectives, evaluate options and provide easy-to-understand visualisations of the evaluation outcomes.

The MAMCA processes will be complemented by a **number of workshops** to receive direct input from the stakeholder community in a **democratic way for the construction of the scenarios, validation of objectives, weighting of stakeholder criteria as well as the final consensus building and selection of the best-ranking scenario.**

These workshops will make use of **graphic visualisation techniques** and are **fully embedded in the story map process.** In addition, an international expert committee will provide unbiased input for the quantitative and qualitative evaluation of the scenarios.



## PART #3 2ND MAMCA WORKSHOP

WEIGHTING OF STAKEHOLDERS  
CRITERIA

## #OBJECTIVES

**The workshop has three objectives:**

1. Present and discuss the final scenarios for mobility in 2030 comprised of significant societal trends and the packages of organizational and technological solutions for mobility in 2030 as a follow up of our co-creation workshop on 21 October 2016.
2. Present and discuss the stakeholder groups and their objectives that we identified through an online survey (What would you like to achieve until 2030?)
3. Demonstrate interactive participatory evaluation of the scenarios with the MAMCA software. Participants will work in stakeholder groups to assess the importance of their criteria (weighting) and evaluate the impact of packages of solutions.

## #INTERACTIVE SESSIONS

*The aim of the interactive session is a preliminary stakeholder evaluation of the scenarios. Participants will work in stakeholder groups based on the profile of the organisation that they represent. 14 stakeholder groups and their evaluation criteria have been identified by consulting policy and vision documents and through an online survey of Mobility4EU stakeholders. The groups are as follows:*

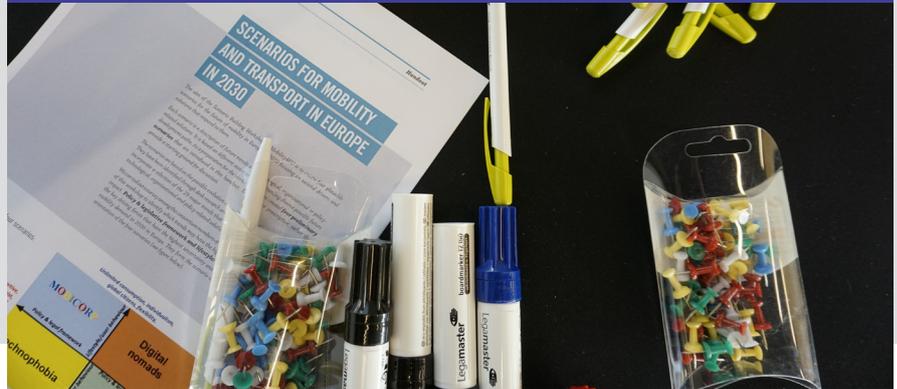
S1	Terminal infrastructure for freight and passengers (construction, management, operation of ports, airports, logistics centres)
S2	Network infrastructure for freight and passengers (construction, management, operation of roads, railways, waterways, air traffic control)
S3	Private and commercial vehicle manufacturer (cars, trucks, boats) (including suppliers of parts, electronics, etc.)
S4	Public transport vehicle manufacturer (bus, railway, metro, aircraft etc.)
S5	IT/ITS solutions developer (including data collection and management services, traffic management)
S6	Passenger service operator (public transport and car sharing operators, all transport modes)
S7	Representative of disabled and/or elderly transport users
S8	Representative of travellers in general (car drivers, public transport passengers)
S9	Representative of pedestrians and/or cyclists
S10	Shipper of goods (retailers, wholesalers, goods manufacturers)
S11	Freight service operator (logistics company, freight forwarder) (road, rail, maritime, inland waterways, air)
S12	Local policy makers, transport authorities and citizens
S13	National or regional policy makers
S14	Future generation: Generation Z – people born after 2000

*Participants were requested to carry out the weighting of their criteria online before the workshop. The results will be presented and discussed. During the interactive session, participants will work in groups of 2-6 using the MAMCA online software: [www.mamca.be](http://www.mamca.be) (computers/tablets will be provided but you can use your own device). Each stakeholder group will discuss and evaluate the scenarios in terms of their impact on their own evaluation criteria. The results can be displayed in various graphs in the software. Stakeholders will be asked to provide feedback about the possible measurement and indicators of their criteria. Once each group finished the evaluation, synergies and conflicts across the stakeholder groups will be analysed during a plenary session. The aim of this evaluation exercise is to demonstrate the MAMCA evaluation process to the stakeholders to avoid the 'black box' effect. The results will also be compared to the experts' evaluation in the next phase of MAMCA.*

*After the workshop the weighting survey will be extended to the broader stakeholder community i.e. those who did not participate in the workshop. Once the weighting is completed, a panel of international experts will evaluate the criteria.*

## PART #3 FOURTH WORKSHOP

## WORKSHOP AGENDA



<b>MODERATION</b>	Imre Keseru, VUB
9.45 - 10:00	<b>Registration and coffee</b>
10:00 - 10:15	<b>Welcome</b> Ioana Adamescu, policy officer, European Commission
10:15 - 10:30	<b>Introduction to the Mobility4EU project</b> Beate Müller, VDI/VDE-IT
10:30 - 10:50	<b>Mobility is Identity: Introduction to the MindSets project</b> Laurent Franckx, senior researcher, Flemish Institute for Technological Research (VITO)
10:50 - 11:05	<b>The multi-actor multi-criteria analysis (MAMCA) in Mobility4EU</b> Imre Keseru, VUB
11:05 - 12:00	<b>Scenarios for mobility in Europe towards 2030: introduction of the final scenarios, discussion</b>
12:00 - 13:00	<b>Lunch</b>
13:00 - 13:20	<b>Preliminary results of the weighting of stakeholders' criteria: general discussion &amp; quiz</b>
13:20 - 14:40	<b>Stakeholder evaluation of scenarios</b> interactive session using the MAMCA software
14:40 - 15:00	<b>Coffee break</b>
15:00 - 15:30	<b>Discussion of the results of the evaluation</b>
15:30 - 16:00	<b>Concluding discussion, next steps and closing</b>

## PART #3 FOURTH WORKSHOP

# WORKSHOP LOCATION



### **University Foundation/ Fondation Universitaire**

Egmontstraat - Rue d'Egmont, 11  
1000 Brussels

**Access by public transport:**

The University Foundation is located between two underground stations (Troon/Trône and Porte de Namur/Naamsepoort) on lines 2/6.

**Train/airport connection:** Station Brussels-Luxembourg is 10 minutes' walk with direct trains to the airport.

## PART #3 FOURTH WORKSHOP

## ATTENDEES

**Ioana Adamescu**, EC, DG Research & Innovation

**Luisa Andreone**, CRF

**Emil Asp**, Ministry of Transport and Communications Finland

**Xavi Bach**, Association of Walking Catalonia

**Khushboo Balwani**, OuiShare

**Freek Boos**, Rover

**Nick Brooks**, Trainline

**Armando Carillo**, EURNEX

**André Ceron**, Colruyt Group

**Eleni Chalkia**, CERTH

**Jan Christiaens**, Mobiel 21

**Carolina Ciprés**, ZLC

**Sonsoles Díaz**, ICCT

**Oliver Drewes**, NS Dutch Railways

**Margaret Ellis**, Knowledge Tree Network, LSE

**Erzsébet Földesi**, MBE

**Erzsébet Fördös-Hódy**, MBE

**Laurent Franckx**, VITO

**Rob Furlong**, Knowledge Transfer Network

**Alessia Golfetti**, Deep Blue

**Delphine Grandsart**, European Passengers' Federation

**Riccardo Groppo**, Ideas and Motion

**Stefania Grosso**, Osborne Clarke

**Paolo Guglia**, Fincantieri

**Daniel Hayes**, LowCVP

**George Holley-Moore**, ILC-UK

**Marko Javornik**, Comtrade Digital Services

**Imre Keseru**, VUB

**Cornel Klein**, Siemens

**Thierry Coosemans**, VUB

**Juho Kostainen**, VTT

**Fabian Küster**, ECF

**Máté Lénárt**, BKK Centre for Budapest Transport

**Olivier Lenz**, FIA

**Fernando Liesa**, ALICE ETP

**Emanuel Marreel**, Siemens Belgium

**Sergi Martínez**, ATM

**Beate Müller**, VDI/VDE-IT

**Linda Napoletano**, Deep Blue

**Ethem Pekin**, UIC/CER

**Marco Pieve**, Piaggio

**Annette Randhahn**, VDI/VDE-IT

**Frédéric Rooseleer**, EUROCONTROL

**Martina Rossi**, MARE FVG

**Karin de Schepper**, Inland Navigation Europe

**Christoph Schneider**, Munich Airport, ACARE

**Yves Stans**, Osborne Clarke

**Willie de Swart**, RET

**Marcia Urban**, Bauhaus Luftfahrt

**Sandrine Vokaer**, Taxistop

**Ineke van der Werf**, Rover

**Andrew Winder**, ERTICO - ITS Europe

**Christine Zeller**, Siemens