



HORIZON 2020  
EU COORDINATION AND  
SUPPORT ACTION

# ACTION PLAN FOR THE FUTURE OF MOBILITY IN EUROPE

## ACTION PLAN WORKSHOP *WORKSHOP HANDOUT*

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## PART #1

## PROJECT INTRODUCTION

## # KEY FACTS

CSA - COORDINATION AND SUPPORT ACTION

FROM JANUARY 2016 UNTILL  
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

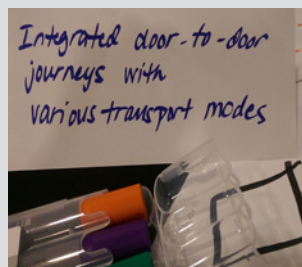
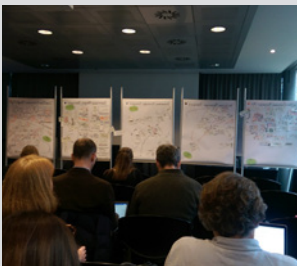
[www.mobility4eu.eu](http://www.mobility4eu.eu)

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 is working on delivering a vision for the European transport system in 2030 and an action plan including a roadmap to implement that vision. Recommendations for tangible measures in research, innovation and implementation targeted towards various stakeholder groups are derived. Furthermore, a European Transport and Mobility Forum will be initiated. This forum intends to bring together stakeholders from supply and demand side in passenger and freight transport to discuss and collaborate on topics of cross-modal and user centered transport.

*The entire process from studying trends and options for solutions, developing a vision and finally the action plan is organized within a structured participatory approach (see Fig. 1) 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 storymap that supports the process in a more creative and interactive way.*

*The work towards the vision and action plan for the future of transport in Europe in 2030 is based on the identification and assessment of societal challenges that will influence future transport demand and supply. This led within the first phase of the project to the formulation of 9 trends that are projected to have relevance in shaping the future European transport system in 2030. They were used as a starting point to represent the Mobility4EU context map, a map created based on the results of the first M4EU workshop.*

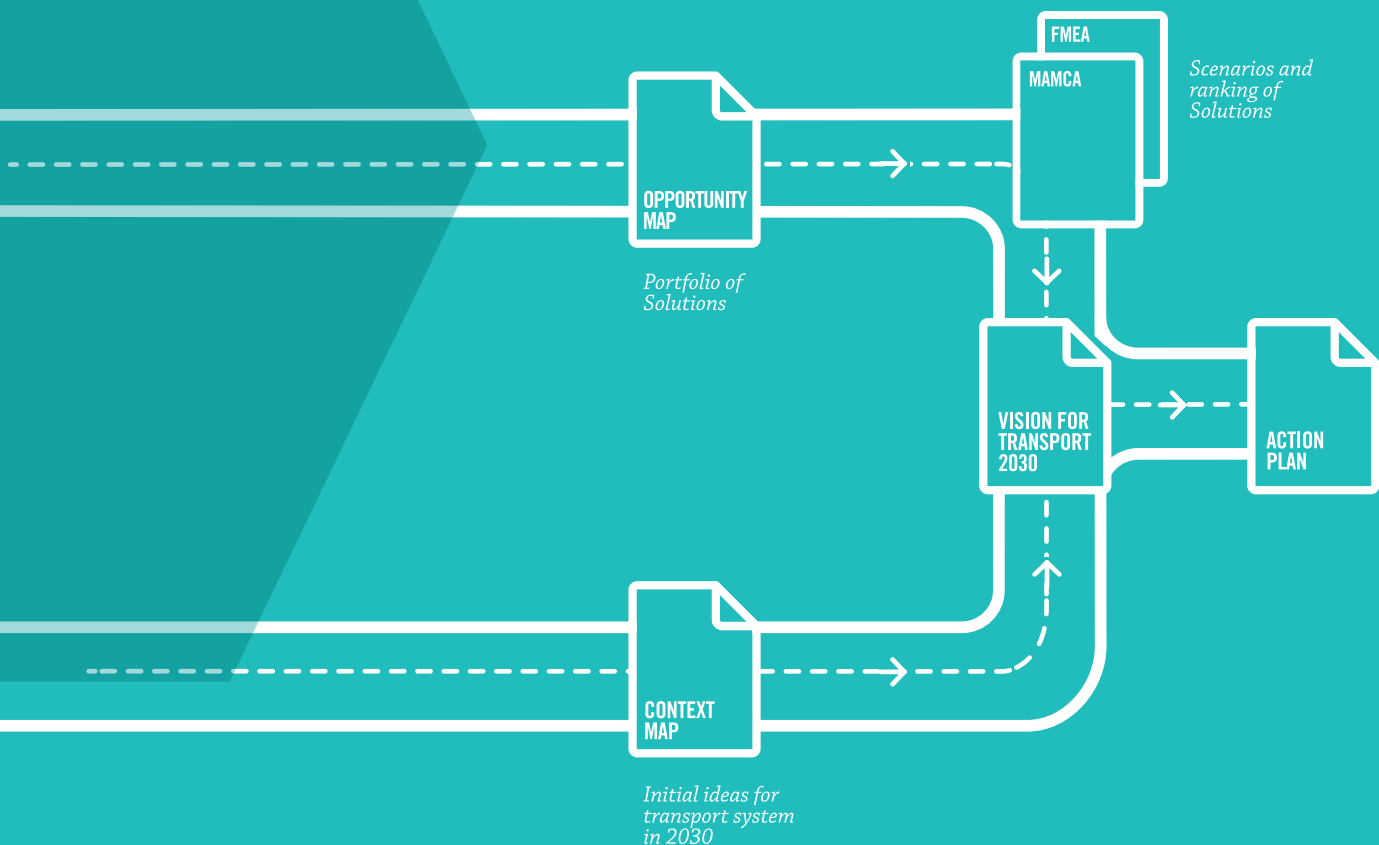
*Together with European experts from all fields in transport of passengers and freight, a portfolio of promising and innovative transport solutions across all modes answering the identified user needs has been composed and visualized within the opportunity map.*



## PART #1 PROJECT INTRODUCTION

The portfolios of solutions and the work on trends have been the foundation for building scenarios for the development of future transport in Europe within the Multi-Actor Multi-Criteria Analysis (MAMCA). Within this structured stakeholder consultation process, these scenarios and the included solutions have been ranked by a broad stakeholder community coming from all fields of transport. This process showed that stakeholders prefer a scenario that merges the personalization and digitalization with a rather strict regulation on carbon emissions in all mobility aspects. A further prioritization of solutions has been done within an adapted extended Failure Modes and Effects Analysis (FMEA).

Taking these inputs, within a creative process together with stakeholders from all fields of transport the Vision for Transport in Europe in 2030 has been created and is currently prepared for publication. The project consortium already kicked-off the work on the action plan to implement that vision. This action plan will later be put into a broad stakeholder consultation.



## PART #2

## STORY MAPPING PROCESS

The project 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.



*A series of workshops will contribute to the story mapping process:*

**WORKSHOP 1**

*Societal requirements and current challenges for transport*

**CONTEXT MAP**

*Visualises societal requirements and current challenges for transport*

**WORKSHOP 2**

*Novel and innovative mobility concepts and solutions*

**OPPORTUNITY MAP**

*Visualises novel and innovative solutions for transport system and mobility*

**WORKSHOP 3**

*Vision for transport 2030*

**VISION FOR TRANSPORT IN 2030**

*Visualises a vision panorama for future transport system*

**WORKSHOP 4**

*Action Plan*

**ROADMAP**

*Visualises the implementation path towards the vision*

*These workshops validate, expand and enrich the work done in the project. The final graphic representations of the individual parts of the storymap will therefore contain the results from both the workshop and the topical work in the project. All parts of the storymap will be published on the project website and will serve to keep the community updated on the project results and the advancement toward the action plan.*

## PART #3

## ACTION PLAN WORKSHOP

Currently, the project is in the course of reaching one of its main goals, the drafting of an action plan for the future transport and mobility of passengers and freight in 2030 that is user-centric, inclusive and cross-modal. The aim of the workshop is to interactively fill the gaps in the current draft of the action plan. Therefore, selected experts that bring in the knowledge complimentary to the project consortium have been invited.



*Within the workshop, the process towards that action plan, its structure and its current status will be summarized with a focus on the open points. In interactive sessions these open issues will be discussed and filled interactively in groups that represent the focus points of Mobility4EU: user perspective, stakeholder collaboration across modes, multimodal offers and services. Furthermore, freight-related aspects will be discussed.*

*After the workshop, a complete version of the action plan will be created and put into a broad stakeholder consultation.*

PART #4

WORKSHOP LOCATION



**BluePoint,**  
80 Bd. A. Reyers, 1030 Brussels,  
close to the metro station Diamant  
*(former Diamant conference center)*

## PART #4

## WORKSHOP AGENDA



**MODERATION** Beate Müller and Gereon Meyer, VDI/VDE-IT

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09:45	Registration & Coffee
10:00	<b>Welcome</b>
10:05	<b>Introduction into the Mobility4EU Action Plan</b>
10:20	<b>Vision for transport in Europe in 2030</b>
10:40	<b>Discussion</b>
10:50	<b>Structure of action plan and status of action fields</b>
11:15	<b>Break</b>
11:30	<b>Introduction to interactive session</b>
11:45	<b>Interactive session on action plan building</b>
12:45	<b>Lunch</b>
13:45	<b>Interactive session on action plan building</b>
14:45	<b>Plenary: Summary of results from groups</b>
15:30	<b>Feedback and next steps</b>
16:00	<b>End of workshop</b>

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## PART #4 SEVENTH WORKSHOP

## ATTENDEES

Freek Bos, Rover  
Andre Ceron, Dreamland  
Carolina Cipres, ZLC  
Thierry Coosemans, VUB  
Monia El Faziki, SeaEurope  
Erzsébet Földesi, MBE  
Erzsébet Fördös-Hódy, MBE  
George Holley-Moore, ILC-UK  
Pedro Homem de Gouveia, Lisbon's Pedestrian Accessibility Plan  
Rebecca Hueting, Deep Blue  
Juho Kostiaainen, VTT  
Fernando Liesa, ALICE  
Lucile Mendoza, Humanist  
Gereon Meyer, VDI/VDE-IT  
Beate Müller, VDI/VDE-IT  
Linda Napoletano, Deep Blue  
Nicollo Pozzi, ECF  
Xavier Sanyer, ATM  
David Storer, CRF  
Willi De Swart, RET  
Hans Thornell, Echandia Marine  
Anu Tuominen, VTT  
Marcia Urban, BHL  
Sandra Wappelhorst, ICCT  
Ineke van der Werf, Rover  
Christine Zeller, SIEMENS