

Digital Marketplace Constructs in Smart Mobility and Smart Cities

Evluon Congress Centre, Noord Brabantlaan 1A, 5652 LA Eindhoven - (ERTICO Room)

04 June 2019, Tuesday – 9:00-12:30

1. Date & Time

04 June 2019, Tuesday – 9:00-12:30

2. Venue

ERTICO Room
Evluon Congress Centre
Noord Brabantlaan 1A
5652 LA Eindhoven

3. Registration (2-step)

Register to attend the [Workshop](#) (free)

Register to the [ITS European Congress](#)

Note it is compulsory to register at least as an [exhibition visitor](#) to access the Workshop.

4. Draft agenda – 4 June 2019

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|--------------------|--|
| 9:00-9:30 | <i>Welcome & introduction to IoT marketplaces</i>

Rolf Riemenschneider (DG CNECT) / Angelos Amditis (ERTICO Board Chairman) |
| 9:30-10:15 | <i>Cross-cutting Uses Cases in Smart Cities - Mobility and beyond</i>

Murthy Maddali (TechWave)
Georg Zembacher (AVL)
Dietrich Sümmermann (Share & Charge)
Laura Riihentupa (Sitowise) |
| 10:15-10:45 | Panel discussion with above speakers: Architectures and governance models for marketplaces

<i>Moderated by:</i> Omar Elloumi (Nokia) |
| 10:45-11:00 | <i>Break</i> |
| 11:00-12:00 | <i>An internet of (every)thing – Fostering cross-sector services</i>

<i>X-stakeholder collaboration for development</i>
<i>Expected socio-economic impact and relevance</i>

Piia Karjalainen (ERTICO - MaaS Alliance) / Krista Huhtala-Jenks (MaaS Alliance)
Ralf Willenbrock (T-Systems)
Susannah Stearman (Connected Places, Catapult) - TBC
Giovanni Coppa (Wolfsburg AG)
Claudia Baumgartner (VMZ Berlin) |
| 12:00-12:30 | Panel discussion with above speakers: Incentives and trends for citizens to become active in Smart City communities, value expectations from Peer-2-Peer service models

<i>Moderated by:</i> Nuria De Lama Sanchez (ATOS) - TBC |

5. Background and Rationale

A marketplace is a simple yet potent socio-economic concept that has been around since antiquity. As a place where goods are traded and social contacts built and reinforced, it is an important hub of daily life. The transition to digital for such exchanges has introduced its own value proposition where the scaling effect plays a dominant part in monetisation strategies. But, as with traditional marketplaces, examples such as AirBnB and Uber demonstrate that the merits of the digital marketplaces, too, are defined through the size and value of the community behind it.

Smart Cities, where a number of technological factors play an important role in addressing mobility, environmental protection and quality of life aspects, are an integral part of digital marketplaces. The internet of things has allowed modern cities, equipped as they are with numerous sensors, to collect vast quantities of data and potentially create a Smart City that is an internet of everything, including services. But the true value of the data generated and collected can only be realised by pooling and sharing it with the diverse digital communities that make up the Smart City to provide services across sectors such as energy, mobility, health, etc.

Over the past few years, a range of connected products have been installed in Smart Cities, such as streetlights, charging points for electric vehicles, sensors for parking slots, connected vehicles as sensors, navigation platforms and other location-based services. Openness to third party applications and scalability is a major consideration in exploiting the potential of the abundance of sensor data. The number of devices and the amount of data available in Smart Cities makes them an excellent basis for a digital marketplace where the best services are offered to meet citizens' needs.

This workshop – to be held during the [2019 ITS European Congress in Eindhoven](#) – will address nuances of digital marketplaces to support cross-sectoral services, monetization strategies to unlock the potential of different data sources, and approaches to building communities around the marketplace.

The focus will be on existing ecosystems and those that could be built around energy, mobility and neighbourhood services. Discussions will reflect on moving from standalone solutions towards a combination of services like mobility and parking, charging and parking, clear air and mobility, etc. Open IoT platform concepts that build on open APIs and data standards that could be easily extended to different communities and scaled up across neighbourhood, districts and cities will also feature prominently in the discussions.

This workshop will be anchored on three challenges for marketplaces:

- **New shared services in Urban Areas** – particularly views of new businesses, solution providers
- **Fostering cross sector services** – particularly views from housing, retail, commercial, non-commercial mobility providers
- **Socio-economic impacts** - particularly view of municipalities

The workshop will conclude on incentives and trends for citizens to become active in Smart City communities, topologies and governance models for marketplaces and the value expectations from Peer-2-Peer service models. Following the workshop a whitepaper that takes the community driven approaches further and reflects on ecosystem building and governance, security and trust, social and economic impact will be produced.

6. Contacts

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