OPTIMISM
optimising passenger transport systems

# OPTIMISM Newsletter

## OPTIMISM project kicks off

A goal of the EU is to establish a transport system that meets society's economic, social and environmental needs which is conducive to an inclusive society and a fully integrated competitive Europe. The ongoing trends and future challenges point to the need for satisfying rising demand for travel or accessibility' in the context of growing sustainability concerns and in the context of an ageing population. The most immediate priorities appear to be firstly, the better integration of the different modes of transport as a way to improve the overall efficiency of the system and the acceleration of the development and secondly, the deployment of innovative technologies within an approach that always keeps transport users (of all ages) and workers, with their needs and rights, at the center of policymaking.

Although a great number of studies have been carried out, at both National and EU levels on mobility behaviour, there is still no single central reference data bank where all the information can be found. The lack of coordination between the cross-European analysis leads to underutilised results.

OPTIMISM's scope is to provide a scientifically documented insight of the transport system and people's travel choices via the study of social behaviour, mobility patterns and business models. The overall aim of OPTIMISM project is to define which of the future changes in the travel system would lead to a sustainable way of travelling, as people could travel more efficiently, cleaner and more safely, without compromising mobility.

The project is coordinated by the Coventry University Enterprises (UK). The consortium includes partners from different EU Member States and Associated Countries such as the Zürcher Hochschule für Angewandte Wissenschaften (Switzerland), Signosis (Belgium), Deutsches Zentrum für Luft- und Raumfahrt (Germany), Forum of European National Highway Research Laboratories (Belgium), Universita Degli Studi di Roma La Sapienza (Italy), Transport & Mobility Leuven (Belgium), CE Delft (Netherlands) and the Joint Research Centre (European Commission).

OPTIMISM is a 24 months project which will end in 2013. OPTIMISM partners held a kick-off meeting on 17th and 18th of October and worked on the different work packages that are already being developed. For more news on the OPTIMISM project, please subscribe to our newsletter and register to our website!

One of the first activities within OPTIMISM was the launch of our project website:

http://www.optimismtransport.eu/

Apart from project information, you can also join the OPTIMISM team on our blog or follow the project on twitter.

### Did you know

- Transport is the backbone of the European economy, accounting for about 7 % of GDP and more than 5 % of total employment in the EU.
- Traffic congestion now affects about 10% of our major road network and costs estimates to €50 billion per year, or 0.5% of EU GDP.
- Energy taxes amount to 1.9 % of GDP,most of them coming from fuel taxes on road transport

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## Summary

OPTIMISM will develop different sets of strategies and methodologies for optimising passenger transport systems based on co-modality ICT solutions. Towards this goal, OPTIMISM will consider passenger needs and the carbon-neutral objective. OPTIMISM's main scope is to provide a scientifically documented insight of the transport system and people's travel choices via the study of social behaviour, mobility patterns and relative business models. This insight will also enable defining future changes in the passenger's travel system that would lead to more sustainable method/mode(s) of travelling, as people can travel in a more efficient, safer and cleaner manner, without compromising mobility.

OPTIMISM will base its operating principles on three main blocks of activities:

Identifying the gaps and harmonisation of data in travel behaviour. This will lead to a unified set of data that will serve as reference material for future exploitation of existing studies and baseline information (or data)

Defining demand and supply factors that shape the transportation system and mobility patterns. This will aim to give an outlook on future developments by modelling and scenario simulation, and

Defining the potential decarbonisation of the passenger transport system and ensuring the sustainability of the system. The decarbonisation potential and co-benefits of best practices/solutions will be based upon an analysis of ICT and co-modality options with an impact assessment of the research results.

## Objectives

OPTIMISM will develop different sets of strategies and methodologies for optimising passenger transport systems based on co-modality ICT solutions.

The OPTIMISM project aims to contribute to a more sustainable transport system in Europe, by focusing on passenger transport behaviour. Sustainable mobility is understood as a long term vision that needs to be achieved in the context of achieving a more inclusive and competitive society and economy in a continuous changing context. For example, the fact that Europe is now experiencing a rapidly ageing population will bring new challenges in terms of how we provide good quality, sustainable transport systems that meet the needs of European citizens.

The specific objectives of OPTIMISM are to:

- Gather, analyse and harmonise the national travel data statistics, which are based on different methodologies.

- Identify and classify the key factors defining the demand for different passenger transport modes and different types of travel (e.g. Gender, age, income, market forces, internet).

- Assess the impact of co-modality and ICT solutions for passenger transport especially based on their decarbonisation effect.

- Develop a modelling technique that will result in new and improved service offerings that promote and encourage changes based on best practice.

- Develop recommendations on strategies, technologies and methodologies for the integration and optimisation of the transport system for supporting the aim of sustainable mobility.

## Project structure

The OPTIMISM project consists of six work packages (WPs) that will be completed over

24 months. A short summary of the different Work Packages is presented below:

Work Package 1: Management

The main aim of this Work Package (WP) is to manage and coordinate all the different activities within the OPTIMISM project. To secure that the project consortium can deliver the results while at the same time fulfil contractual obligations.

Work Package 2: Harmonisation of national travel statistics in Europe

National travel surveys have collected data in most countries but using different methodologies. The main objective of this Work Package (WP) is to describe the social behaviour, mobility patterns and business models through analytical insights into the data of Europe-wide national travel statistics – aiming to harmonise possible differences of the identified data.

Work Package 3: Demand and supply factors for passenger transport and mobility patterns – status quo and foresight

The main objective of this Work Package is to provide insights into the factors and key drivers shaping the transportation system and mobility

patterns concerning passengers – aiming to identify main important megatrends and to give an outlook on future development.

Work Package 4 : Analysing measures for decarbonisation of transport

The main objectives of this Work Package are the Assessment of the impact of co-modality and ICTsolutions from selected co-modality practices and previous projects. This assessment focusses on the possible effects of such practices on GHG emissions as well as other co-benefits.

Work Package 5: Elaborating on strategies for integrating and optimising transport systems

This Work Package (WP) responds to the need for developing new strategies, technologies and methodologies for integrating and optimising transport systems for passengers. This will lead to a number of policy papers.

Work Package 6: Dissemination and Awareness

Fundamental for a European Research Project, and especially for the benefit of the European citizens, are the dissemination activities that raise awareness about the results of EU funded projects. Therefore, the main focus of this Work Package (WP) is to ensure that the project's practical outcomes are widely disseminated to the appropriate target communities, at appropriate times, via appropriate methods, and that those who can contribute to the development, evaluation, uptake and exploitation of the OPTIMISM project outcomes will be identified and encouraged to participate. All OPTIMISM partners will be encouraged to use their industrial partnerships and long-standing experience in EU funded projects to help dissemination through their respective technical WPs and activities.

## Deliverables and Timeframe

The OPTIMISM project plans to make a significant number of reports publicly available. A list of the most prominent reports available for the public and the projected timeframe for publication is presented below :

- Deliverable 2.1: *Analysis of National Travel Statistics in Europe* (Month 8)

- Deliverable 2.2: *Methodology for Harmonisation of Travel Statistics* (Month 13)

- Deliverable 2.3: *Recommendations to harmonize travel behaviour analysis* (Month 19)

- Deliverable 3.1 : *Research scheme for transport system and mobility behaviour* (Month 3)

- Deliverable 3.2: *List of potential megatrends influencing transportation system and mobility behaviour* (Month 10)

- Deliverable 3.3: *Delphi expert report on the future scenarios of transport and mobility* (Month 16)

- Deliverable 3.4: *Scenario simulation at macro level* (Month 24)

- Deliverable 3.5: *Agent based model at micro level* (Month 24)

- Deliverable 4.1: *Assessment of co-modality/ICT options and FP7 projects: Report summarizing the results of the broad assessment of co-modality/ICT options and FP7 projects and the selection of best practices* (Month 14)

- Deliverable 4.2: *Impact of best practices on mobility patterns: Report describing the impacts of the best practices on mobility patterns* (Month 19)

- Deliverable 4.3: *Decarbonisation potential and co-benefits of the best practices: Report analysing the decarbonisation potential and its impact/ potential benefits* (Month 22)

- Deliverable 5.1: *Definition of strategies for integrating and optimising transport systems* (Month 19)

- Deliverable 5.2: *Impact assessment of strategies* (Month 24)

Visit our website at:

www.optimismtransport.eu

## Where can you find us?

The OPTIMISM project makes use of the different media available. You can information on the project and its workings at:

- Our homepage: http://www.optimismtransport.eu,
- Twitter: http://twitter.com/OPTIMISMFP7
- Our blogpage: http://www.optimismtransport.eu/blog/category/blog

In addition, information on the OPTIMISM project will be presented at various conferences and workshops. The following fixtures are already in our agenda:

- ETC 2012 – European Transport Conference 2012
- HKSTS 2012 – Hong Kong Society for Transportation Studies 2012

www.optimismtransport.eu

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- Deutsches Zentrum Fuer Luft-Und Raumfahrt Ev (DLR)
- Forum of European National Highway Research Laboratories (FEHRL)
- Laboratorio Nacional de Engenharia Civil (LNEC)
- Road and Bridge Research Institute (IBDiM)
- University College Dublin (UCD)
- Sapienza Università di Roma- Centre for Transport and Logistics (CTL)
- Transport & Mobility Leuven (TML)
- CE Delft (CE-DELFT)
- European Commission – Joint Research Centre (EC-JRC)

**DISCLAIMER**

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