



# Green mobility data models and services for smart ecosystems

## D6.1 Impact and communication strategy

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## List of Acronyms

Abbreviation / acronym	Description
DNS	Domain Name Server
Dx.y	Deliverable number y, belonging to Activity number x
EC	European Commission
KPI	Key Performance Indicator
Mx	Month X
MLSX	Milestone X
SSL	Secure Socket Layer
TX.Y	Task X.Y

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## Executive Summary

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This document presents and details the impact and communication strategy of the GreenMov project. The objective of GreenMov is the definition of harmonized data models for green mobility and the development of advanced green mobility services.

The initial sections of this document define the context and the objective of the impact and communication strategy, in the particular context of GreenMov project, as well as it delimits its scope and target audience. Furthermore, the development of a communication plan is presented. This communication plan details the different categorization of stakeholders to which the project is focused, and the process of creation of a key message for each one of that segmented stakeholders categorizations. The deliverable also monitors the importance of the communication campaigns using instruments as Key Performance Indicators (KPIs).

The visual identity of the of the project (logos, presentation templates, colour palette...), and the social networks in which GreenMov should have to interact with, are also described in this deliverable. Also, a very important milestone of the project, the GreenMov public website development is detailed in this strategy document. The project's website will distribute detailed information, when is public and not restricted, about the different partners of the consortium, deliverables, news, and any event related to the project.

The document also covers workshops and events implementing strategies aimed at fostering the results of the project and enlarging an active group of stakeholders. The right timing for the application of these set of strategies is once the GreenMov architecture is refined and the work on pilots just started.

In a dedicated chapter, the collaboration activities and initiatives planned to be carried out in the scope of GreenMov detailed in two different approaches: internal collaboration activities (under the responsibility of the project coordinator a reported periodically with technical documentation) and external (interaction with a wide range of external stakeholders through engagement and communication activities).

Last section gives an overview and brief detail of the press releases and other relevant publications planned to be carried out during the lifecycle of the project.

An important remark is to notice that this document is aimed at addressing a strategy on impact and communication planned actions, but it can be subject to modifications through the project's duration.

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# 1 Introduction

## 1.1 Purpose of the document

This document, called “Impact and Communication Strategy”, is associated with the work performed under the scope of activity 6 of GreenMov’s project, and it details the dissemination and communication strategy of the project concept, development and outcomes to the identified stakeholders and objective public. This results communication process will be done using effective communication means and strategies, and also leveraging the partners and cities instruments and mechanisms, acting as multipliers. The document also covers the collaboration activity enclosed under the scope of Activity 1.

One of the most important objectives of Activity 6 about the communication and dissemination is the identification and contact of the stakeholders and related projects in order to raise awareness about the outcomes of the GreenMov project, and fostering its support, when the outcomes and results are not restricted to the scope of the consortium.

The objectives that have been addressed by this Activity 6 are:

- Creation and dissemination of the public project website, so an instrument for long-term collaboration between consortium members, potential stakeholders and specific target groups has been provided.
- Design and implementation of a strategy about social media, in order to assure a strong presence in different web platforms.
- Analysis and identification of different liaison opportunities for evaluating them and start creating synergies and innovation ecosystem among the most linked ones. The collaboration activities and initiatives are aligned with T1.4 of Activity 1.
- Production of articles, papers and material detailing the project results and outcomes.
- Identification of dissemination opportunities in international events, conferences and forums.

For the achievement of these objectives, GreenMov partners will have to provide advice on design, implementation and deployment of the different mobility services that will be released as outcomes of the project. Also, support will be needed from stakeholders of the project and related projects, with special involvement of the cities (public authorities, municipalities, regions...) which at the end are the final users of the services that will be developed under the scope of GreenMov. In order to enhance the impact of GreenMov, the consortium will make use of our extensive relationship with cities, public bodies, policy think tanks and media.

Also, for the achievement of the dissemination and communication objectives, the project partners should use a multi-level approach including tailor-made dissemination tools and events oriented to the respective target audiences (e.g. professional associations, relevant authorities, on-line services and providers of security and privacy technologies).

D6.1, “Impact and Communication Strategy” is a living document being updated constantly and will be made available at the end of each specified period, to reflect the activities and adapted planning over the course of the project.

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## 1.2 Relation to other project work

The activities described and detailed in this impact and communication strategy document are oriented to maximize and promote the GreenMov benefits, encouraging users to make use of the smart mobility services developed under the umbrella of the project.

At this very first phase of the project, and according to the 5W approach of the strategy settled (why communicate, what will be communicated, who is the audience, in what way, when it will be disseminated), the visibility anchors have been set with a set of resources that will be feed from outcomes resulting from other activities of the project (methodologies, services, tools...). These set of outcomes will contribute to generate impact using the channels and resources agreed on this strategy.

## 1.3 Structure of the document

This document is structured on four main pillars organized in different chapters as is detailed in Table 1. Deliverable structure:

**Table 1. Deliverable structure**

Chapter	Description
<b>Planning and execution</b>	
Chapter 2	<ul style="list-style-type: none"> <li>• Design and planning of the dissemination and communication strategy               <ul style="list-style-type: none"> <li>○ Strategic targets identification and analysis</li> <li>○ Goals</li> <li>○ KPIs settlement</li> </ul> </li> </ul>
Chapter 3	<ul style="list-style-type: none"> <li>• Execution of the dissemination and communication strategy</li> <li>• Channels and objectives</li> </ul>
<b>Actions</b>	
Chapter 4	<ul style="list-style-type: none"> <li>• Collaboration plan</li> </ul>
Chapter 5	<ul style="list-style-type: none"> <li>• Planned activities management</li> </ul>
<b>Monitoring</b>	
Chapter 6	<ul style="list-style-type: none"> <li>• Detail monitoring methodology, procedures and operational aspects</li> </ul>
Chapter 7	<ul style="list-style-type: none"> <li>• Conclusions</li> </ul>

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Chapter	Description
<b>Extra content</b>	
Chapter 8	<ul style="list-style-type: none"><li>• References</li></ul>
Chapter 9	<ul style="list-style-type: none"><li>• Annexes</li></ul>

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## 2 Communication Plan

### 2.1 Goals

Under the umbrella of dissemination and communication activities, there is the diffusion of knowledge generated in the context and scope of the project, pursuing a mid and long-term impact assuring that the message is correctly transmitted to identified target audiences.

The dissemination objectives of GreenMov which are aligned with the dissemination strategy that will be applied in the project are:

- **Awareness raising**, assuring that the key messages, concepts and outcomes of GreenMov are transmitted using tailored methods and channels, so it can deliver an increment of the awareness and feedback.
- **Key stakeholders' engagement** in two dimensions: First of all, keeping the engagement of the already involved stakeholders, and in second place, reaching out new stakeholders that because of its business, commercial or strategic interests should be participating, but they are not due to a lack of resources, awareness or other type of incentives.
- **Sustainability boost**, ensuring the sustainability of the GreenMov goals and services for a cost-efficient provision of smart mobility services.

### 2.2 Targets

Following the main outline of the GreenMov proposal and considering the connection and interrelation among the different activities to maximise the impact of the project, it is very important the early identification of the potential targeted audiences of GreenMov, matching them with their specific interest in the project. In the different chief levels of attention for media-related messages are, local/regional; national; European; and international. Taking into consideration the above statements, GreenMov partners will focus on the following target groups in the different dissemination and communication activities, at the appropriate times when valid and/or suitable and interesting results have been evolved.

These target groups audience is different from stakeholders for collaboration due to the different interests and business objectives of each one of them. Not all the target groups will be engaged for collaboration. Furthermore, additional information and resources related to stakeholders target groups can be found in section 4 - Collaboration plan.

#### 2.2.1 Cities and local governments

- As for this target stakeholder' group, there is great interest for taking advantage the public data and mobility services published by the project. Cities and local governments will be able to take advantage of all the published data and services to apply them to each particular case.
- For GreenMov pilot sites, the air quality index calculation and the traffic CO2 emissions use cases could be very useful for de local governments. It could help them to take the appropriate actions to reduce the pollution derived from the use of combustion vehicles. For example, with the application of new electric mobility services that favour the reduction of emissions. Regarding bikes availability forecast, this will

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help governments to efficiently design their shared bicycle and electric scooter services. In addition, all these data are also interesting to the different Universities and research groups that collaborate with both municipalities.

### 2.2.2 Implementing bodies

Under the umbrella of Implementing Bodies, GreenMov project has identified a set of potential targets for communicating the outcomes and results of the project due to its importance on decision adopting, standardization and related to the policies and regulatory aspects of smart and green mobility, smart data models and FIWARE. Till the development of this document, we have identified the following Implementing Bodies that will be updated with the project updates and included in the communication strategy.

**Table 2. Implementing Bodies identified**

Implementing Body	Website
The Centre for Research & Technology Hellas	<a href="https://www.certh.gr">https://www.certh.gr</a>
University of Exeter	<a href="https://www.exeter.ac.uk">https://www.exeter.ac.uk</a>
KWR Water Research Institute	<a href="https://www.kwrwater.nl/en">https://www.kwrwater.nl/en</a>
Informatics and Telematics Institute - CERTH	<a href="https://www.iti.gr">https://www.iti.gr</a>
SmartDataModels initiative	<a href="https://smartdatamodels.org">https://smartdatamodels.org</a>
ETSI-NGSI	<a href="https://www.etsi.org">https://www.etsi.org</a>
FIWARE Foundation	<a href="https://www.fiware.org/foundation">https://www.fiware.org/foundation</a>
ERTICO	<a href="https://ertico.com">https://ertico.com</a>

### 2.2.3 Research community

The Research Community has an important role in the spread of disruptive smart and green mobility solutions. Strategic partners, initiatives and other bodies have been identified as potential communication targets which will be very useful for disseminating the project results and will be the basis for different type of synergies due to their aligned interests with the with the different topics of GreenMov project.

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**Table 3. Research community identified**

Research Community actor	Website
Ayuntamiento de Valencia	<a href="https://www.valencia.es">https://www.valencia.es</a>
Everis	<a href="https://es.nttdata.com">https://es.nttdata.com</a>
Datopian & Open Knowledge Foundation	<a href="https://blog.okfn.org">https://blog.okfn.org</a>
CEF research projects (detailed in section 4.1)	N/A
FIWARE Community	N/A
Data Space for Mobility (DIGITAL Europe)	N/A

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### 3 Channels and objectives

One of the most powerful tools we have for creating impact and awareness about the outcomes and ongoing results of the GreenMov project are the internal communication channels of the partners of the consortium. Leveraging the multidisciplinary character of the consortium, with members related to industry, SMEs, research centers, final users and academia, internal communication channels such as newsletters, partners enterprise networks, forums and events... are part of the core of the communication strategy which will be implemented in during the lifecycle of GreenMov.

#### 3.1 Visual identity and design guidelines in use

##### 3.1.1 Project logo

GreenMov logo has been designed to demonstrate and symbolize the mobility green services design an implementation over data networks as urban areas. It has different parts: the project name, the box symbol with the representation of green services (the leaf), mobility (the car) and the 360° vision (the icon), and the interconnection approach represented by the network icon where the box rests. The combined elements support the narrative and the vision that surrounds GreenMov project.



Figure 1. GreenMov logo with light design



Figure 2. GreenMov logo with dark design

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### 3.1.2 Brand guidelines and templates

Brand guidelines with a visual identity and different templates have been produced for the maximization of the brand identity and assure the clarity of the messages to be transmitted on behalf of the project.

The templates released to be used in the scope of the consortium are:

- Deliverable template
- Minutes template
- Activity reporting template
- Presentation template

Furthermore, this visual identity approach is followed by the website and social media channels (Twitter and LinkedIn) and is available for additional uses by partners.

As example and for the sake of visual identity, presentation template is included in Annex - PPT Presentation template.

## 3.2 GreenMov website

The objective of the GreenMov website (<https://green-mov.eu>) is the development of a single contact point where visibility and unique recognition to GreenMov is provided. Furthermore, it provides access to all relevant public results and outcomes information of the project (i.e progress and achievements summaries, public periodic activity reports, publishable milestones... etc) Hosting, domain and SSL certificate.

The responsible partner for the management of the domain green-mov.eu is ATOS and will be in charge of the domain administrative management and renewals for the smooth running of the website. ATOS requires DNS access to the domain for the duration of the contract, and the hosting solution acquired is purely for providing web hosting.

Furthermore, ATOS currently uses a SSL certificate on the domain to ensure that the website data is encrypted.

### 3.2.1 Purpose of the website

A very visual and attractive website has been developed to act as main contact point with the progress, results and information of GreenMov. It provides unique visibility and recognition to the work carried on by the partners in the consortium.

The main approach of the website is providing two different types of information. In one-dimension, general information about the project, its rationale, the context information regarding the challenges that are being addressed and a clear summarized detail of the different pilot sites is provided. On the other hand, more concrete information about the outcomes, the progress of the work and the results will be made available during the lifecycle of the project in the corresponding sections.

### 3.2.2 Website structure

- Home

This is the landing page, where the user will have a first sight of what is GreenMov project. It describes the main goal and the objectives of the project, highlighting concepts used in the scope of the project as

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Smart Data Models and the FIWARE Context Broker. Also, a brief description of the pilots with links to their respective sections are included in this area.

Furthermore, there are links to the project social media resources, as well a Twitter feed for checking the activity and contractual information of the project.

A screenshot of this section can be found in Figure 5. Project website - Home section.

- News and events

This section covers the different news, and events related to the project and with special interest to the green mobility solutions ecosystem.

A screenshot of this section can be found in Figure 6. Project website - News and Events section

In the “News and Events” section, articles generated by the members of GreenMov consortium will be released spreading the word about the ongoing work of the project, interesting topics or divulgated aspects of the work that is being carried out. The starting point of the articles publication on the website is M7, according to have the very first results from the project ready, and the planning for the lifecycle of the project is detailed in Table 4. Website articles release plan :

**Table 4. Website articles release plan**

Partner	Month	Topic	Release date
ATOS	M7	GreenMov: data harmonization and federation for smart and green mobility services	March 2022
FF	M8	Smart Data Models for Green Mobility	April 2022
IMREDD	M9	Nice in GreenMov: traffic impact in air and noise pollution	May 2022
ATOS	M10	Smart Services for Green Mobility	June 2022
HOPU	M11	Murcia/Molina: sharing strategies for sustainable mobility	July 2022
IMEC	M13	LDES: Linked Data ?? Use and benefits	September 2022
AIV	M14	Flanders: intermodality of sustainable transports	October 2022
ATOS	M15	Context Broker federation for mobility scenarios	November 2022
FF	M16	How to address an extension of the Smart Data Models?	December 2022

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Partner	Month	Topic	Release date
ATOS	M17	How to develop a green mobility service?	January 2023
IMEC	M18	Source Selection building block	February 2023
FF	M19	GreenMov architecture for mobility scenarios	March 2023

- Pilots

A brief description of the pilot locations with separate links to dedicated subsections where more detailed information can be found. For each one of the GreenMov's pilots, there is depicted its motivation, expected impact and services to be developed in the scope of green and smart mobility.

A screenshot of the general pilots section can be found in Figure 7. Project website - Pilots section.

A screenshot of Murcia/Molina de Segura pilot section can be found in Figure 8. Project website - Murcia pilot section.

A screenshot of Flanders pilot section can be found in Figure 9. Project website - Flanders pilot section.

A screenshot of Nice pilot section can be found in Figure 10. Project website - Nice pilot section.

- Outcomes

Description and information related to the main outcomes released by the project, enriched with downloadable materials aimed to communicating the scope, challenges and ongoing work of the project:

- A GreenMov project introduction;
- Improved KPIs of the project;
- A white paper on how to make mobility and environment data interoperable to European cities with lessons learned from the project and pilots;
- Advanced green mobility services for cities and regions;
- Extended smart data models;
- Reference architecture for scalable Context Broker and set of guidelines for practical deployment;
- New building block for federated queries.

### 3.3 Social media

Social media channels are used in the scope of GreenMov project to act as useful tools for communication activities, allowing the involvement and engagement of target audience. Furthermore, in combination with other techniques like digital marketing methodologies, we can reach to a wider audience than the initial identified targets.

The chosen social media platforms are Twitter and LinkedIn. Twitter provides a big potential audience and a great interaction environment, where topics can be easily summarized and linked with other interesting content

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related with the matter of GreenMov project. LinkedIn provides a professional networking ecosystem with a platform that can be used for sharing more elaborated content for potential audience engagement.

### 3.3.1 Twitter

The Twitter feed for GreenMov is located at: <https://twitter.com/MovGreen>



Figure 3. GreenMov Twitter page

### 3.3.2 LinkedIn

The GreenMov group page is located at: <https://www.linkedin.com/company/greenmov-green-mobility-data-models-and-services-for-smart-ecosystems/>

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## GreenMov - Green Mobility data models and services for smart ecosystems

Co-financed by Connecting Europe Facility  
Software · 114 seguidores

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**Inicio** Acerca de Publicaciones Empleos Personas

### Acerca de

The main goal of GreenMov is the definition of harmonized data models for green mobility and the development of advanced green mobility services, such as traffic flow management, smart management of free-floating mobility, shared mobility and environmental impact. For that aim, GreenMov will define and extend Smart Data Models and...  
ver más

Ver todos los detalles

Figure 4. GreenMov LinkedIn group page

## 3.4 Publications

The main achievements of the GreenMov project will be presented to relevant and interesting publications of the cities, public authorities and municipalities involved as well as in technical journals. These publications will showcase the technical developments, the technological innovations achieved during the lifecycle of the project, as well as the new knowledge generated in the different activities carried on GreenMov that may help fostering the exploitation and the deployment of the results of the project in this market.

There is an objective of releasing two general and peer-reviewed publications during the lifecycle of the project, according to the outcomes release.

## 3.5 Conferences and workshops

Since 2020, the impact of COVID-19 has altered the dynamics of the dissemination and communication planning and strategies, so GreenMov is aware of this situation and is planned to arrange altering between face to face and virtual meetings. This appreciation has been taken into account in the identification of potential events and conferences that may be interesting for the purposes of the project and marked as strategical to present GreenMov's concept and its results.

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**Table 5. Identified events and conferences**

Date	Event	Location	Link
14/03/2022	Urban Transport Conference 2022	Frankfurt (GER)	<a href="http://utc-frankfurt.com/">http://utc-frankfurt.com/</a>
16/03/2022	Autonomy Paris 2022	Paris (FR)	<a href="https://www.autonomy.paris/en/">https://www.autonomy.paris/en/</a>
29/03/2022	Intertraffic Amsterdam	Amsterdam (NL)	<a href="https://www.intertraffic.com/amsterdam/">https://www.intertraffic.com/amsterdam/</a>
27/04/2022	Digital BUS2BUS Roadshow	Online	<a href="https://www.bus2bus.berlin/en/visitors/digital-roadshow/france/">https://www.bus2bus.berlin/en/visitors/digital-roadshow/france/</a>
05/05/2022	Berlin City Summit	Berlin (GER)	<a href="https://www.autonomy.paris/autonomy-city-summits/berlin-city-summit/">https://www.autonomy.paris/autonomy-city-summits/berlin-city-summit/</a>
09/05/2022	Eco Motion Week 2022	Tel Aviv (ISR)	<a href="https://www.ecomotionweek.com/">https://www.ecomotionweek.com/</a>
10/05/2022	IT-Trans	Karlsruhe (GER)	<a href="https://www.it-trans.org/en/">https://www.it-trans.org/en/</a>
11/05/2022	ICLEI World Congress 2022	Malmö (SW)	<a href="https://worldcongress.iclei.org/">https://worldcongress.iclei.org/</a>
25/05/2022	Shared Mobility Rocks 2022	Bremen (GER)	<a href="https://www.shared-mobility.rocks/">https://www.shared-mobility.rocks/</a>
30/05/2022	ITS European Congress	Aussonne (FR)	<a href="https://itseuropeancongress.com/">https://itseuropeancongress.com/</a>
01/06/2022	Urban Future Global Conference 2022	Helsingborg (SW)	<a href="https://urban-future.org/">https://urban-future.org/</a>
07/06/2022	European Mobility Expo 2022	Paris (FR)	<a href="https://www.eumo-expo.com/en/">https://www.eumo-expo.com/en/</a>

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Date	Event	Location	Link
14/06/2022	Global Mobility Call 2022	Madrid (ES)	<a href="https://www.ifema.es/en/global-mobility-call">https://www.ifema.es/en/global-mobility-call</a>
15/06/2022	MOVE London 2022	London (UK)	<a href="https://www.terrapinn.com/exhibition/move/index.stm">https://www.terrapinn.com/exhibition/move/index.stm</a>
14/09/2022	Future Mobility Campus 2022	Shannon (IR)	<a href="https://www.electronomous.com/future-mobility-campus-ireland/">https://www.electronomous.com/future-mobility-campus-ireland/</a>
14/09/2022	FIWARE Global Summit	Gran Canaria (ES)	<a href="https://www.fiware.org/global-summit/">https://www.fiware.org/global-summit/</a>
21/09/2022	Greencities & S-Moving 2022	Málaga (ES)	<a href="https://smoving.fycma.com/">https://smoving.fycma.com/</a>
01/11/2022	Smart City Expo	Barcelona (ES)	<a href="https://www.smartcityexpo.com/">https://www.smartcityexpo.com/</a>

### 3.6 Press releases

It is expected that there will be more press releases issued during the lifecycle of the project, aligned with the achievement of different milestones or significant events of GreenMov, a significant collaboration or any other notable activity. The press releases will be distributed via the official website of the project and using the individual communication channels of each one of the members of the consortium.

The first press release has already been distributed, and is available on <https://green-mov.eu/news/press-release> and the next press releases will be released according to the different milestones achieved:

- M7 - MLS1
  - Detail of the first version of the new and extended Smart Data Models for mobility.
- M12 - MLS2
  - Final data models achievement, definition on smart services and status of the scalable Context Broker.
- M18 - MLS3
  - Final version of smart services and scalable Context Broker.
- M24 - MLS4 – Final press release of the project

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### 3.7 Project presentation

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A presentation<sup>1</sup> of the GreenMov project has been developed as part of the different dissemination tools designed to support the GreenMov efforts on dissemination. The presentation synthesizes essential and basic information about the project:

- Objectives: mission of GreenMov;
- Expected impact: ordered by type of user (FIWARE, cities, IT companies and citizens);
- Use cases: Nice, Flanders and Murcia/Molina de Segura;
- Technical challenges that GreenMov will have to address;
- Outcomes, take away from GreenMov;
- GreenMov card with project’s administrative information.

### 3.8 Website articles (blog)

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During the lifecycle of GreenMov, content will be created by the members of the consortium in the form of brief articles (blog posts) that will be posted in the official website (in the “News and events” section). These informative articles will have the mission of engaging potential users of the smart mobility services that will be released under the umbrella of the project.

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<sup>1</sup> <https://green-mov.eu/outcomes/greenmov-project-intro>

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## 4 Collaboration plan

The collaboration can be split into internal and external collaboration. The internal collaboration is exclusively under the responsibility of the project coordinator in the scope of Activity 1 and it is duly reported in the technical reporting documentation. However, it is worthy to mention here that the internal collaboration refers to all the means and processes available in the project to facilitate the interaction and coordination of all the partners across the different activities in the project. The project coordinator must guide and provide the required mechanisms to allow partners working in cooperation mode. The created relationships during the project can be capitalized in future projects and opportunities by all involved partners.

Regarding external collaboration, GreenMov will interact with a wide range of external stakeholders through several activities (1, 5 and 6) coordinated by Activity 1, which includes a task about collaboration and innovation management (Task 1.4). The collaboration plan has been included here to align it with the engagement and communication activities (Task 6.1). It is also including the stakeholders engagement which is mentioned in the Task 5.4.

First action, talking about initiating the collaboration with external stakeholders, is exactly to identify such stakeholders. We have identified four types of stakeholders around GreenMov: cities or local governments, implementing bodies, technological providers and the research community in general. For each of the groups, we have explored the project topics and results that can be of their interest, some concrete entities to contact and the roadmap (actions and time plan) for the whole duration of the project. The following table summarizes the plan for the groups.

**Table 6. Group collaboration planning**

Stakeholder group	Relevant project outcomes	Identified entities	Planned actions
Cities/local govts	Take advantage of public data and mobility services published by the project	Firstcomers: Nice, Flanders, Murcia/Molina Followers: OASC, Eurocities, Majorcities...	Deployment of GreenMov in First Comers Local promotion Smart City and Mobility events  Networking with other cities

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Stakeholder group	Relevant project outcomes	Identified entities	Planned actions
Implementing bodies	Extension of data models and standards adoption	SmartDataModels initiative ETSI-NGSI FIWARE Foundation ERTICO	Extension of Smart Data Models (fill formal procedure) Incubation of new building block (Source Selection)  Submission of OSLO extension
Tech providers	Use of created data models, mobility services and architectural guidelines for advanced solutions in cities	FIWARE community TMForum	FIWARE events (Smart Fest, Summit...) FIWARE committees (TSC, Mission Committees...)  Open publication of results (GitHub)
Research Community	New architectures for CB federation Data vocabularies for mobility Guidelines for scalable deployments	CEF research projects FIWARE community Data Space for Mobility (DIGITAL Europe)	Meetings with CEF Open Data projects cluster  Technical meetings with other research projects

## 4.1 Collaboration with other CEF projects

As part of the collaboration with the research community, we have identified which other projects in the CEF Telecom Public Open Data calls are more related to GreenMov objectives.

From the 2019 call, following projects have been identified:

- ODALA: Collaborative, Secure and Replicable Open Source 'Data Lakes' for Cities (Aug 2020-Aug 2022).

We share two use cases with this project (Murcia, Flanders) and several partners (IMEC, HOPU). Some work initiated in this project about federation and vocabularies may have continuity in GreenMov. Besides, we may find some data relevant for our use cases.

- YODA: Your Open Data (Sep 2020 – Feb 2023).

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This project is working on personalized dashboards for mobility data and integration with eIDAS. We could explore some reusability of assets and also being an extra testing use case.

- INTERSTAT (Sep 2020 – Aug 2023).

The project works on cross-border services based on national statistic. We do not have cross-border use cases, but some statistics could be of interest if they relate to environment or traffic.

The plan with these projects is:

- Re-assess the list of candidates' projects, as they were identified just through their description and after close meetings with them, the assessment can be different.
- After the contact and assessment, start to exchange information with those ones which finally will be selected, either accessing to the public results they were publishing and sharing specific internal resources we may have webinars, workshops, documentation...
- Decide on common actions we may carry out together: joint events, papers, podcasts...
- Promote each other through the communication channels: social networks, web sites, publications...
- Explore the reusability of technical results in dedicated workshops.

From the 2020 call, same than GreenMov, awarded projects will be also analyzed: SPOTTED, SALTED, nextProcurement and Smarter liveStock. The initial plan with these projects is to get in contact with their coordinators to propose them a workshop to identify the synergies and depending on the meeting results, we would apply same plan above mentioned.

All these projects belong to the cluster of CEF Public Open Data projects led by Engineering, which GreenMov has joint also since the beginning. We have already participated in a cluster meeting on 26th October 2021 where we presented GreenMov and could attend to the presentation of other projects. It is in our plan to continue attending the meetings organized by the cluster, in parallel to the bilateral actions we will start with the involved projects in it.

## 4.2 Collaboration workplan

The table below summarizes the planned actions for external collaboration during the project. The plan will be updated according to the results from the meetings with different stakeholders, so this is just our initial proposal that can be enlarged with more activities that will be reported in the next reporting period.

**Table 7. Year 1&2 collaboration planning**

LEGEND		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Meeting/Workshop																									
Publication																									
Event																									
Contribution																									
Stakeholder group	Stakeholder	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Research community	CEF project - ODALA																								
	CEF project - YODA																								
	CEF project - INTERSTAT																								
	Other CEF projects 2020																								
	CEF Public Open Data cluster																								
Implementing Bodies	FIWARE Foundation																								
	Data Space for Mobility																								
	SmartDataModels initiative																								
	FIWARE OS Community																								
Cities/local govts	Project cities																								
	OASC																								
	Eurocities																								

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## 5 Planning and timelines

As initially planned, the dissemination strategy during the first year of the project incorporates when concepts and GreenMov reference architecture for scalable Context Broker are being developed. The following table is a provisional timeline, and includes initial stakeholder activities, covering the two years of the project. Other stakeholder meetings are yet to be finalised. From month 6, on alternate months alignment meetings of the partners involved in the dissemination aspects of the project will be arranged to ensure that key events will be anticipated and supported. (Green cells indicate the generic activities like continuous social media).

**Table 8. Year 1 dissemination and communication planning**

Month	Alignment meeting	Workshop	Press release	Factsheet	Social media	Web article
M1	GreenMov		1 <sup>st</sup> Press Release			
M2						
M3						
M4						
M5						
M6	GreenMov		MLS1 Press Release			
M7						GreenMov: data harmonization and federation for smart and green mobility services
M8	GreenMov					Smart Data Models for Green Mobility
M9						Nice in GreenMov: traffic impact in air and noise pollution
M10	GreenMov					Smart Services for Green Mobility
M11						Murcia/Molina: sharing strategies for sustainable mobility
M12	GreenMov	MLS1 & MLS2 Workshop	MLS2 Press Release			

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**Table 9. Year 2 dissemination and communication planning**

Month	Alignment meeting	Workshop	Press release	Factsheet	Social media	Web article
M13						LDES: Linked Data ?? Use and benefits
M14	GreenMov					Flanders: intermodality of sustainable transports
M15						Context Broker federation for mobility scenarios
M16	GreenMov					How to address an extension of the Smart Data Models?
M17						How to develop a green mobility service?
M18	GreenMov		MLS3 Press Release			Source Selection building block
M19						GreenMov architecture for mobility scenarios
M20	GreenMov					
M21						
M22	GreenMov					
M23						
M24	GreenMov	Final GreenMov Workshop	MLS4 Press Release			

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## 6 Monitoring methodology and procedures

### 6.1 Methodology for evaluation

The work performed under the umbrella of Activity 6 of GreenMov project will be reported at consortium level in two dimensions:

- At plenary level context.
- Via the official reports on the dissemination and communication activities.

The complete relation of activities grouping the dissemination and communication aspects will be closely monitored and coordinated by Atos, the Activity 6 leaders, to keep and maintain an updated repository that includes the following resources:

**Table 10. List of dissemination and communication data maintained in the repository**

Activities	Stakeholders
Stakeholders groups events	Public authorities and user groups
Presented, attended and planned events	EC expert groups
Academic papers	EU Research & Innovation groups
Multimedia	All potential stakeholders
Partners publications and press releases	All potential stakeholders

### 6.2 Key performance indicators

As measurement of effectiveness of the different activities carried on in the scope of Activity 6, a list of KPIs have been agreed. Whilst it is recognised that these measures are not directly related with the results and outcomes of the project, they do reflect known, recognised and effective activities for dissemination. These KPIs have also been collected and included in the “List of Key Performance Indicators (KPIs) to measure the impact of GreenMov” deliverable.

**Table 11. GreenMov Key Performance indicators**

KPI	Description	Target value	Reached value
Media coverage targets	Number of press cuts in national media	10	4

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KPI	Description	Target value	Reached value
Social media targets	Number of genuine Twitter followers	200	19
LinkedIn targets	LinkedIn followers	200	116
Website	Site bounce rates	3000 loads	
Event-related targets	Number and type of participants	120	50
Publications	Number of general and peer-reviewed scientific publications	2	0

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## 7 Conclusions

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In the time period of this initial Impact and Communication Strategy, there have been a fluctuation in the general global consequences and impact of the COVID-19 pandemic, which has derived into a continuous realignment of the Dissemination and Communication activities in this very first six months of the project, adapting the planning to attend and arrange virtual events where and when possible.

In parallel with any project, even without the pandemic constraints and limitations, Dissemination and Communication activities and strategy is a continuous planning and execution activity, so this document will adapt and will be updated during the lifecycle of the project. This will be measured after evaluating the complete KPIs after month 12.

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# Annexes

## PPT Presentation template



# Project presentation

Subtitle in Raleway  
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Presenter Name  
Job Title  
dd/mm/yyyy



## Content overview

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# Chapter Title



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    - Paragraph 03 (Raleway Light 11 pt)
      - Paragraph 04 (Raleway Light 10 pt)

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## Questions

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# Thank you!

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## Press release #1

### GreenMov project proposes sustainable mobility and open data for smart ecosystems aligned to the Green Deal

The 24-month project will allow third parties to provide high-value services in green and smart mobility for citizens, companies, and public administrations.

(City), October XX, 2021 – Funded by the European Commission under the [Connecting Europe Facilities \(CEF\)](#) program, **GreenMov** was launched in September 2021. The goal of the project is to harmonize data models and pursue green mobility services by high-value open data sets provided by European cities through several open data portals.

Nowadays, cities are collecting and publishing mobility data as open data; and IT providers are developing tools and applications which analyze and exploit that data in form of services for citizens, companies and public administrations. Despite the huge generation and use of data in recent times, there are still opportunities for improvement in terms of data harmonization to allow valuable services integrating data coming from different sources.

Thanks to GreenMov, green and smart mobility will be improved for citizens, companies and public administrations pivoting around three purposes:

- The definition of Smart Data Models and a Core Vocabulary to **harmonize different data sets**.
- Development of cross-services to connect diverse data sources and to **promote shared functionality**.
- Cost and environmental efficiency due to enhancing a better **coordination between cities and regions** through data portals.

In addition to these three core values, GreenMov will provide a conceptual architecture based on Context Broker Building Block for the intensive-use and real-time features in any scenario of mobility, aiming for a serverless architecture to achieve a horizontal scalability which will be validated on three real-life pilots: noise and air pollution monitoring for more efficient mobility (Nice, France); sustainable enabler for smart and green mobility data reuse (Flanders Region, Belgium); and improvement of mobility flows, intramodality and environmental parameters (Murcia/Molina de Segura, Spain).

Thanks to its technical approach, GreenMov will enable interoperability between cities and regions for sharing data, services and even benefits related to cost reduction, environmental commitment, citizens satisfaction, and creation of new business opportunities based on easier development of added-value services for mobility and the facilitation of access to open mobility data.

The project is coordinated by [Atos](#), and its consortium involves companies, research centers and public administrations from four different EU-Member states: [HOPU](#), [MT3](#), [imec](#), [Université Côte d'Azur – IMREDD](#), [FIWARE Foundation](#), [Murcia](#) and [Molina de Segura](#) municipalities, and [Digital Vlaanderen](#).

To get more info, please contact [Clara Pezuela](#), coordinator of GreenMov project.

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## Project public presentation



# Project introduction

## Green mobility data models and services for smart ecosystems

Clara Pezuela  
Project Coordinator  
14/09/2021



### Content overview

- 01. Objectives
- 02. Expected impact
- 03. Use cases
- 04. Technical challenges
- 05. Outcomes
- 06. GreenMov card

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## Objectives

### The mission

- Definition and development of harmonized data models for green mobility and green mobility services (provisional list)
  - Traffic flows monitoring (congestion and pollution) between two cities or neighboring areas
  - Smart management of free-floating mobility services by adapting their availability to level of use and in combination to other transports means
  - Shared mobility services between two cities or neighboring areas
  - Environmental impact (noise reduction, air quality improvement) of free-floating mobility services
- by leveraging on high value open data sets provided by
  - European cities in their public portals,
  - in the European Data Portal
  - and from Copernicus.
- to allow third parties to provide high value services in green and smart mobility for citizens, companies and public administrations

3



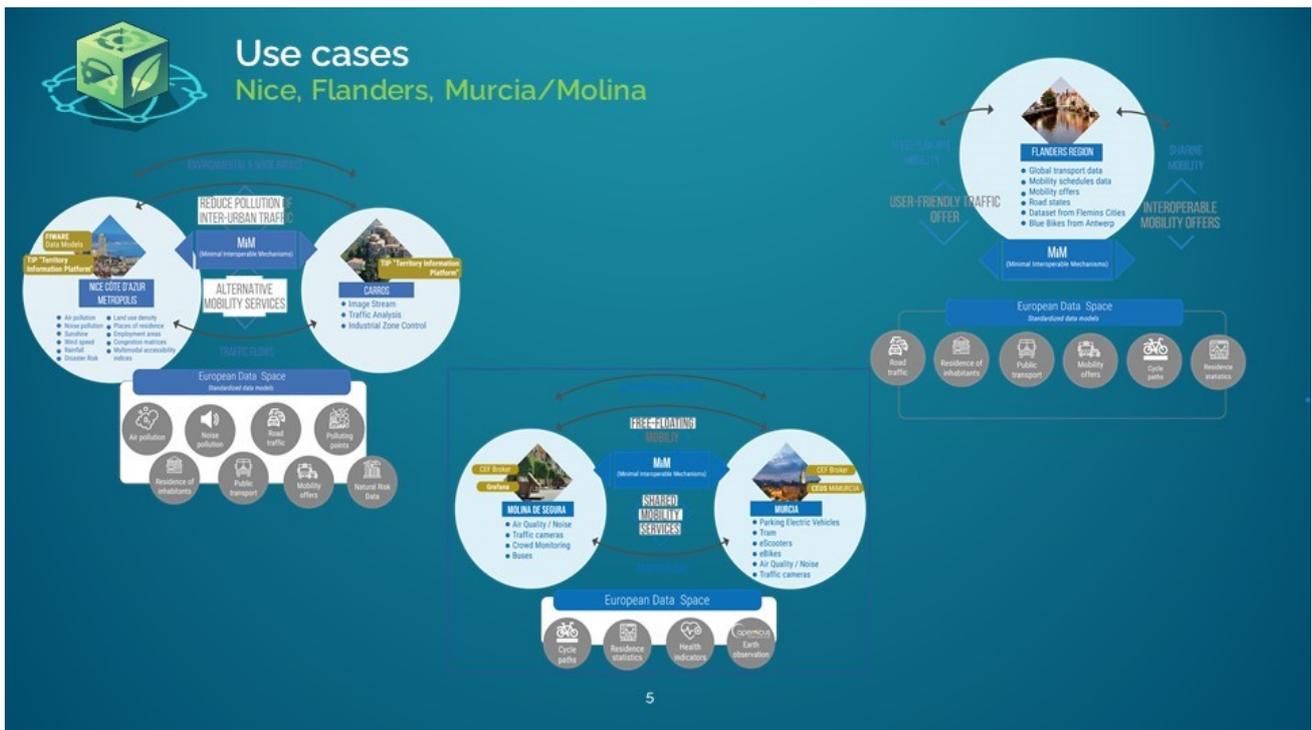
## Expected impact

### By type of user

- For FIWARE:
  - Contribution to Smart Data Models repository
  - Context Broker enhancement in scalability
  - New generic enabler for managing federation of Context Brokers
- For cities:
  - Reusability of mobility services
  - Increase efficiency and reduce cost of infra
  - Avoiding data silos
- For IT companies:
  - Easier development of added value services for mobility
  - Facilitate access to open mobility data
- For citizens:
  - More efficient mobility services
  - Living in more sustainable cities

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- ## Main technical challenges
- **Harmonization** of the data sets from different sources , usually in silos
  - **Cross-services** which integrate data from different sources (cities, data portals, sensors, Copernicus) to allow cities share functionality by the combination of different data sets
  - **Interoperability** between different administrations (cities, regions) which are able
    - to share data,
    - to share services
    - and to share benefits (cost reduction, environmental commitment, citizens satisfaction, creation of local business)
  - **Scalable architecture** to address real-time data in mobility scenarios
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## Existing work

### Baseline assets

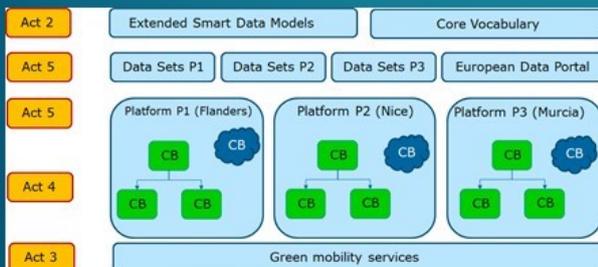
- Smart Data Models initiative led by FIWARE foundation
- Ongoing work by some partners (ATOS, IMEC in collaboration with FF) around Context Broker scalability
- Mundi platform, one of the five DIAS (Copernicus Data and Information Access Services) cloud-based platforms operated by Atos.
- European Data Portal where some cities have published their data
- Results from previous CEF projects (ODALA) where FF, AIV, IMEC and HOPU participated

Other you may know...

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## Proposed high level concept



- set of **data models** and a **core vocabulary** to allow the harmonization of data across cities
- **data** provided by the onboarding use cases in the proposal and from **European Data Portal**
- conceptual **architecture** of Context Brokers to respond to intensive-use and real-time features: **serverless and federation**
- **Deployment of architecture in each pilot** by using own technology, data and customized services
- common **green mobility services** by considering the commonalities from the use cases and typically requested by most cities in a context of green mobility

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## Research topics

- Standardization of the **data models** for green mobility
- **Core vocabulary** for describing mobility terms
- **Serverless Context Broker** to foster availability, agility, pay for value and fault tolerance
- A **source selection building block** for pruning context brokers when solving federated queries

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## Tangible outcomes Take away from GreenMov

- Extended Smart Data Models
- New building block for federated queries
- Advance green mobility services for cities/regions
- Reference architecture for scalable Context Broker and set of guidelines for practical deployment
- A white paper on how to make mobility and environment data interoperable to European Cities with lessons learned from the project and pilots

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## GreenMov card



- **ACRONYM:** GreenMov
- **TITLE:** Green Mobility data models and services for smart ecosystems
- **FUNDING BODY:** European Commission
- **FUNDING PROGRAM:** CEF-TC-2020-2
- **PROJECT REFERENCE:** 29397608
- **TOTAL BUDGET:** 1,3 Meuros
- **TOTAL FUNDING:** 993 Keuros
- **DURATION:** 24 months
- **STARTING DATE:** 1 Sep 2021

### • COORDINATOR



### • PARTNERS



# Thank you!

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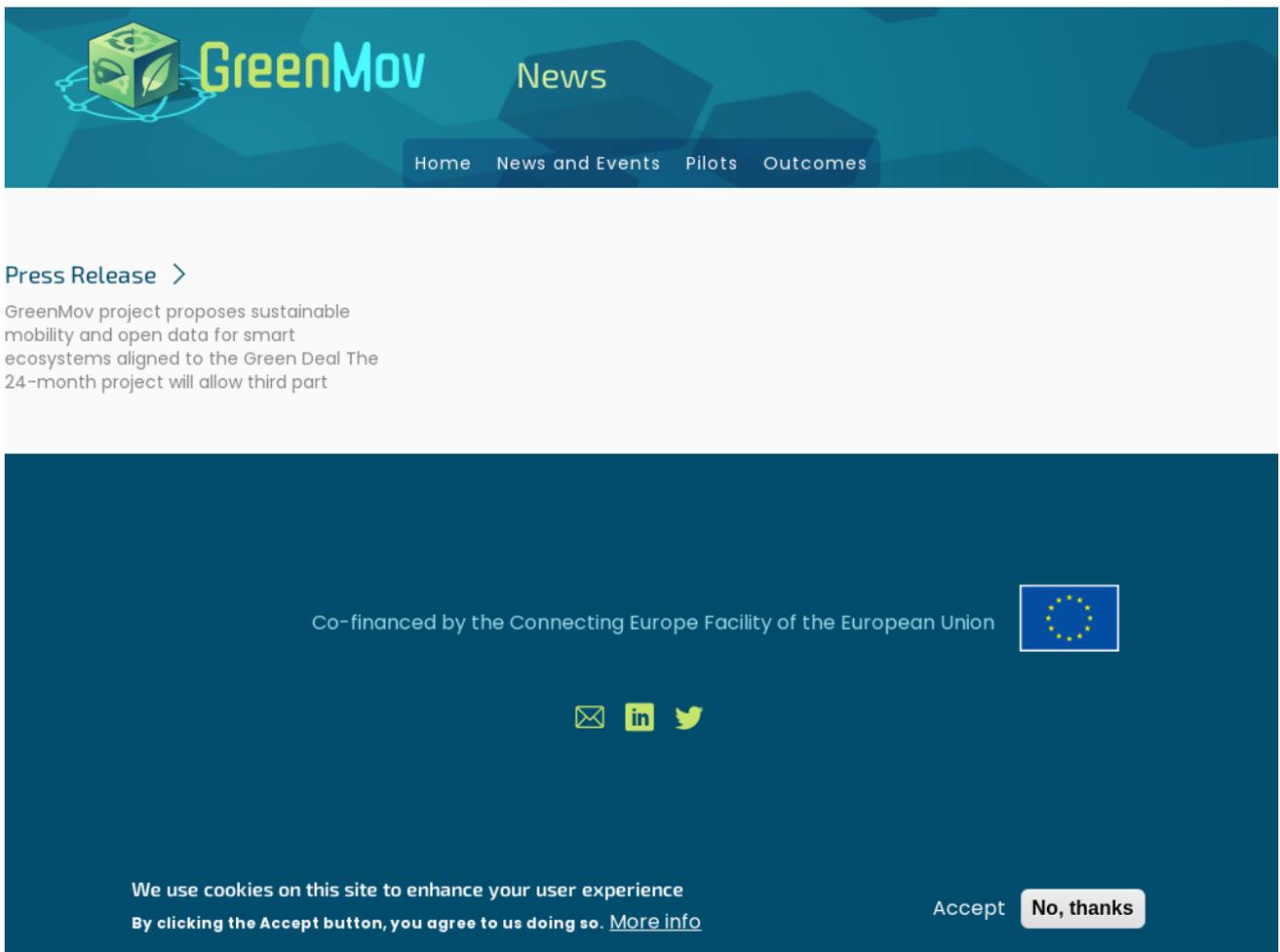


Figure 6. Project website - News and Events section

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**GreenMov** Pilots

Home News and Events Pilots Outcomes

## Pilots

**Murcia y Molina de Segura >**

Improvement of mobility flows, intramodality and environmental parameters (air quality and noise)

**Flanders region >**

Towards a sustainable enabler for smart and green mobility data reuse.

**Nice Côte d'Azur Metropolis >**

Noise and air pollution monitoring for more efficient mobility

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Figure 7. Project website - Pilots section

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Figure 8. Project website - Murcia pilot section

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Flanders region

[Home](#) [News and Events](#) [Pilots](#) [Outcomes](#)



TOWARDS A SUSTAINABLE ENABLER FOR SMART AND GREEN MOBILITY  
DATA REUSE

Motivation

Shared Mobility players (e.g. bike sharing, micromobility...) deliver datasets about their offering in a myriad of ways and formats. Integrating all this data and publishing it in a uniform user-friendly way is non-trivial and costly. Solving the issue of shared mobility data harmonization and publication is crucial to allow answering questions like "How many bikes will be available when my train arrives?". The proposed architecture of the smart mobility publication pipeline enables harmonized publication of these data sources, resulting in semantical and technical interoperability and thus allowing for easier integration by data integrators, app builders and reusers.



Data Sets description



Data Sets description: In order to achieve such integration, the existing OSLO vocabularies on mobility data from the OSLO "trips en oambo" will be broadened to a green mobility scope. Not only will the data standards be extended with the Shared mobility information, existing Flemish data standards will be aligned with European standards as well. As such, we will seek alignment between existing OSLO mobility data models and FWA&E data models by contributing to a shared goal: the creation of a GreenMov core vocabulary. The datasets will thus follow the **NGSI-LDF paradigm** of publishing co-achable NGSI-LD resources. The OSLO vocabularies will finally be adopted to the NGSI-LD standard and therefore the creation of the corresponding smart data models will be feasible, once tested within the pilot. It includes some examples of the payloads, documented description of the different properties and a validation resource (json schema) for the payloads.

European Data portal relevance

The Flemish regional data portal is hosted and maintained by AVI. This portal is publishing over 8000 Open Datasets of Flemish Cities and administrations. AVI is also subscribing to the open data charter of Flanders, originated in the **Smart Flanders program**. This subscription includes metadata principles and the use of the **Flemish regional data portal**. This regional data portal is federated to the European Data portal, and thus when generating datasets during this project, they will also automatically appear on the European one. Today you also already find datasets such as the Blue Bike locations for the **city of Antwerp**, as the City of Antwerp has this as a dataset on their local portal. However, when the Flemish level would now publish a dataset of Blue Bike locations for all of Flanders, the Antwerp dataset would become deprecated without the European data portal being aware of that. Therefore, we will invest heavily in Feature 4 to annotate our datasets with machine interpretable metadata (for instance with SHACL shapes) so we can have a smarter source selection strategy.



Required mobility services



Flanders pilot deployment

To stimulate maximum reuse of the published data, we will focus on a source selection component that will be the enabler for scalable green mobility use cases in Flanders. By focusing on the semantics and technical interoperability supported by the CE building blocks, we see this as a stepping stone towards a scalable reuse and ease-of-use of the green mobility data by third parties. For example, this would make it possible to have automated source selection when trying to predict whether there would be bikes available at the moment when the train arrives in your destination station.

Current use of Context Broker

By using atomic reusable components, the unified data publishing pipeline will enable broad adoption of the standards and enhance technical interoperability. The first step is to map the publisher's data to the open linked data Vocabulary and to publish them as event streams. This approach allows us to archive the entire history of the data set for later querying and analysis. This can be done using the first reusable building block. An NGSI-LDF component will expose both the event stream as well as the historical data APIs to connect to NGSI-LD compliant components.

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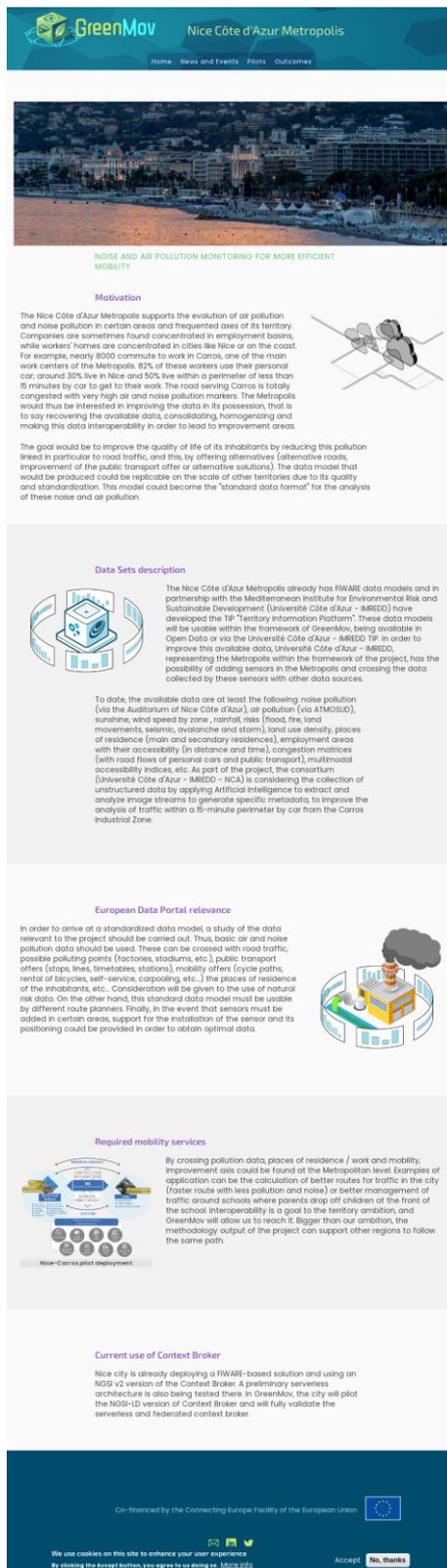


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Figure 9. Project website - Flanders pilot section

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**GreenMov** Nice Côte d'Azur Metropolis

Home News and Events Pilots Outcomes

### NOISE AND AIR POLLUTION MONITORING FOR MORE EFFICIENT MOBILITY

**Motivation**

The Nice Côte d'Azur Metropolis supports the evolution of air pollution and noise pollution in certain areas and frequented areas of its territory. Companies are sometimes found concentrated in employment basins, while workers' homes are concentrated in cities like Nice or on the coast. For example, nearly 8000 commute to work in Carros, one of the main work centers of the Metropolis: 82% of these workers use their personal car; around 30% live in Nice and 50% live within a perimeter of less than 15 minutes by car to get to their work. The road serving Carros is totally congested with very high air and noise pollution markers. The Metropolis would thus be interested in improving the data in its possession, that is to say recovering the available data, consolidating, homogenizing and making this data interoperable in order to lead to improvement areas.

The goal would be to improve the quality of life of its inhabitants by reducing this pollution linked in particular to road traffic, and this, by offering alternatives (alternative roads, improvement of the public transport offer or alternative solutions). The data model that would be produced could be replicable on the scale of other territories due to its quality and standardization. This model could become the "standard data format" for the analysis of these noise and air pollution.

**Data Sets description**

The Nice Côte d'Azur Metropolis already has FIWARE data models and in partnership with the Mediterranean Institute for Environmental Risk and Sustainable Development (Université Côte d'Azur - IMEDD) have developed the TIP "Territory Information Platform". These data models will be usable within the framework of GreenMov, being available in Open Data or via the Université Côte d'Azur - IMEDD TIP. In order to improve this available data, Université Côte d'Azur - IMEDD, representing the Metropolis within the framework of the project, has the possibility of adding sensors in the Metropolis and crossing the data collected by these sensors with other data sources.

To date, the available data are at least the following noise pollution (via the Auditorium of Nice Côte d'Azur) or pollution (via AHAOSAD), sunshine, wind speed by zone, rainfall, risks (flood, fire, land movements, seismic, avalanche and storm), land use density, places of residence (main and secondary residences), employment areas with their accessibility (in distance and time), congestion notices (with road flows of personal cars and public transport), multimodal accessibility indices, etc. As part of the project, the consortium (Université Côte d'Azur - IMEDD - NCA) is considering the collection of unstructured data by applying Artificial Intelligence to extract and analyze image streams to generate specific metadata, to improve the analysis of traffic within a 15-minute perimeter by car from the Carros Industrial Zone.

**European Data Portal relevance**

In order to arrive at a standardized data model, a study of the data relevant to the project should be carried out. Thus, basic air and noise pollution data should be used. These can be crossed with road traffic, possible polluting points (factories, stockpiles, etc.), public transport offers (stops, lines, timetables, stations), mobility offers (cycle paths, rental of bicycles, self-service, carpooling, etc.), the places of residence of the inhabitants, etc. Consideration will be given to the use of natural risk data. On the other hand, this standard data model must be usable by different route planners. Finally, in the event that sensors must be added in certain areas, support for the installation of the sensor and its positioning could be provided in order to obtain optimal data.

**Required mobility services**

By crossing pollution data, places of residence / work and mobility, improvement axes could be found at the Metropolitan level. Examples of application can be the calculation of better routes for traffic in the city (faster route with less pollution and noise) or better management of traffic around schools where parents drop off children at the front of the school. Interoperability is a goal to the territory ambition, and GreenMov will allow us to reach it. Bigger than our ambition, the methodology output of the project can support other regions to follow the same path.

**Current use of Context Broker**

Nice city is already deploying a FIWARE-based solution and using an NGS v2 version of the Context Broker. A preliminary serverless architecture is also being tested there. In GreenMov, the city will pilot the NGS-ID version of Context Broker and will fully validate the serverless and federated context broker.

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Figure 10. Project website - Nice pilot section

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The screenshot shows the 'Outcomes' section of the GreenMov website. At the top, there is a navigation bar with links for 'Home', 'News and Events', 'Pilots', and 'Outcomes'. The main content area features seven outcome cards, each with an icon and a title followed by a right-pointing arrow:

- GreenMov project intro** >
- Improved KPIs** >
- A white paper on how to make mobility and environment data interoperable to European Cities with lessons learned from the project and pilots** >
- Reference architecture for scalable Context Broker and set of guidelines for practical deployment** >
- Advance green mobility services for cities/regions** >
- New building block for federated queries (Source Selection)** >
- Extended Smart Data Models** >

At the bottom of the page, there is a dark blue footer containing the text 'Co-financed by the Connecting Europe Facility of the European Union' next to the European Union flag. Below this, there are social media icons for email, LinkedIn, and Twitter. A cookie consent notice is displayed, stating 'We use cookies on this site to enhance your user experience. By clicking the Accept button, you agree to us doing so. [More info](#)'. The notice includes 'Accept' and 'No, thanks' buttons.

Figure 11. Project website - Outcomes section

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