

# HUPMOBILE

Holistic urban and peri-urban mobility

„ITS minipiloting approach“

Ralf-Martin Soe, PhD  
ITL Digital Lab

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# HUPMOBILE

Holistic urban and peri-urban mobility

A project in the Interreg Baltic Sea Region's third call for proposals in innovation, natural resources and sustainable transport.

Duration: 1.1.2019 – 30.6.2021

Total budget: MEUR 2.0 of which European Regional Development Funding MEUR 1.5



HUPMOBILE



EUROPEAN  
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DEVELOPMENT  
FUND

EUROPEAN UNION

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## HUPMOBILE



# INTELLIGENT TRANSPORT SYSTEM (ITS)

## 1. ITS competence network

Lead: Maarja Rannama, ITL Digital Lab



## 2. ITS minipilots

Lead: Ralf-Martin Soe, ITL Digital Lab



## 3. Adaptive traffic lights

Lead: Liivar Luts, City of Tallinn



# Mini-Pilots Concept

Key characteristics:

- City challenge-based
- Promote open selection of novel ideas
- Very limited funding (involvement of startups/SMEs) - potential to be developed into service if successful.

Expectations for the minipilots:

- Develop a concept or prototype
- Very limited trial (e.g. 1-2 weeks)
- Test with real people and stakeholders

# Mini-pilots Approach in HUPMOBILE

- The minipilots show how HUPMOBILE cities can solve mobility challenges with application of novel solutions
- One minipilot is around € 20 000
- Procurement: Innovation Challenge or Traditional
- Based on minipilots, a policy roadmap for other cities on applying minipilots will be developed in order to deal with urbanisation-driven increased mobility and environment challenges

**COORDINATION: ITL DIGITAL**

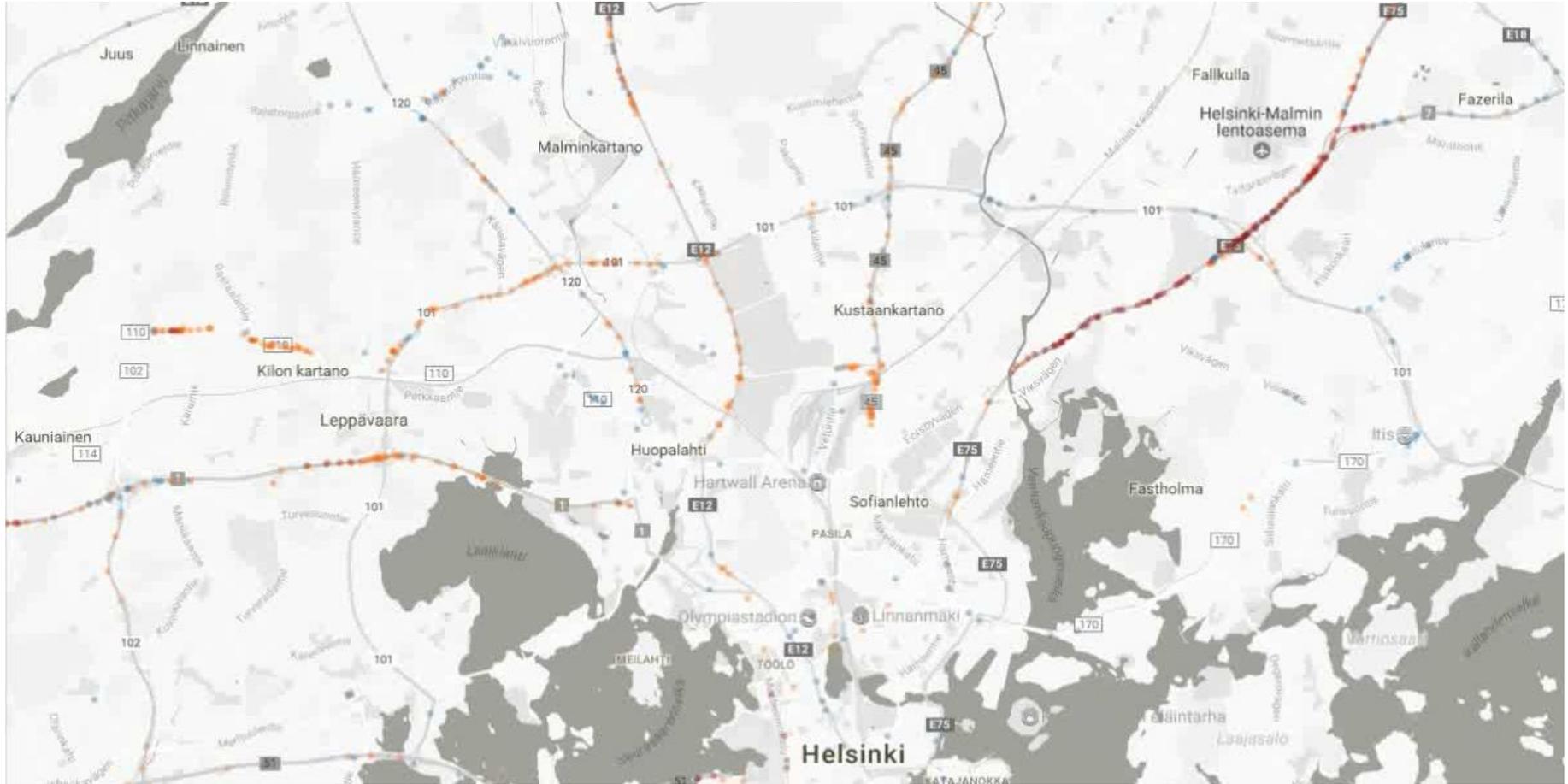
**CITIES: TALLINN, HAMBURG-ALTONA, RIGA, TURKU**

**SUPPORT: ALL PARTNERS**

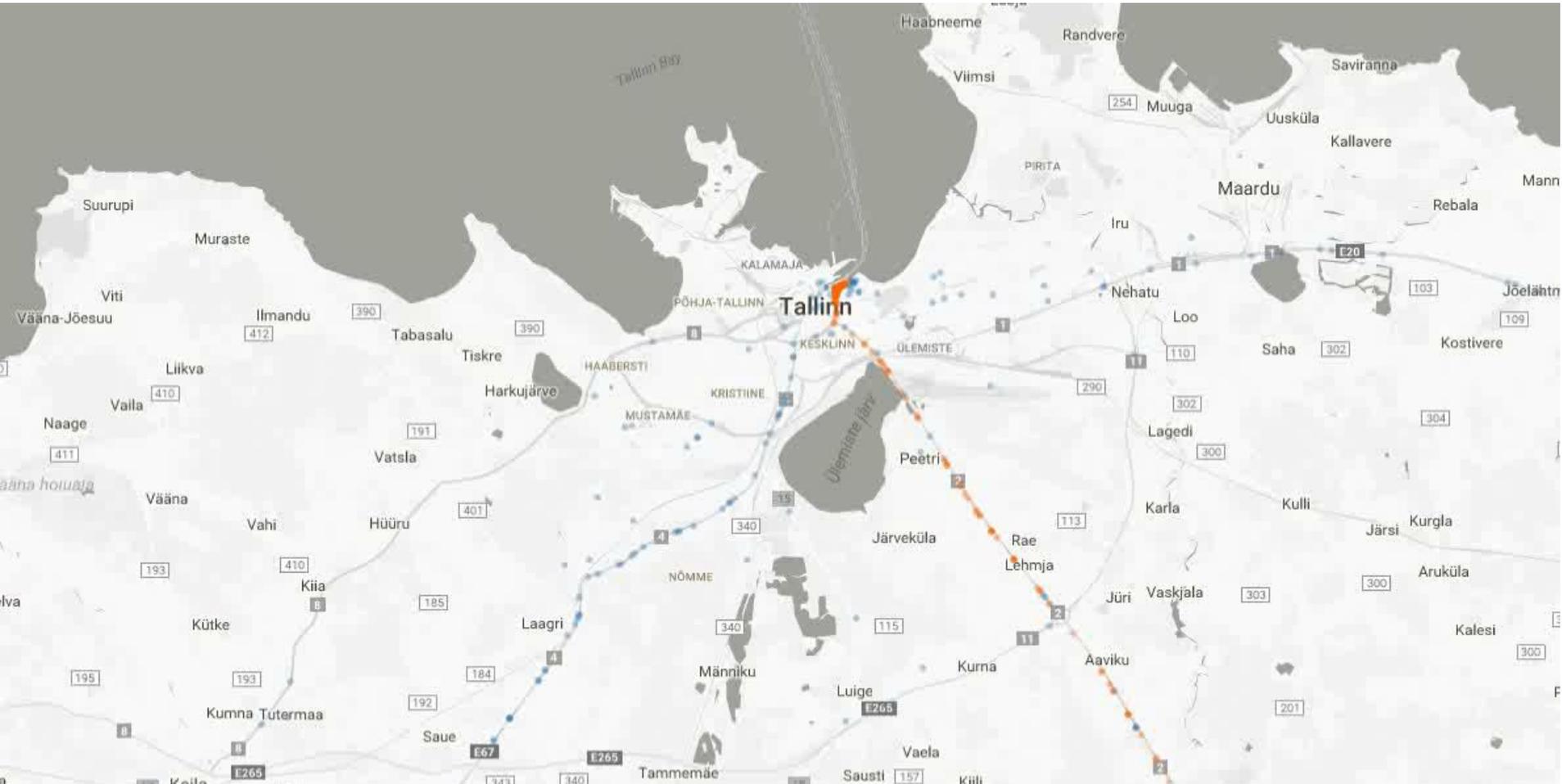
# How minipilots can be chosen?

CRITERIA FOR THE EVALUATION	Evaluated in scale of 1-5
<b>Innovativeness of the pilot</b>	<ul style="list-style-type: none"> <li>✓ a new service idea or product</li> <li>✓ the experiment generates new practices/solutions/aspects to a specific challenge</li> </ul>
<b>Potential for a scalable service</b>	<ul style="list-style-type: none"> <li>✓ usability of the service</li> <li>✓ the functionality of the business model</li> <li>✓ potential for long term solution</li> <li>✓ can be put in practice in 2020/2021</li> </ul>
<b>Teams and resources</b>	<ul style="list-style-type: none"> <li>✓ Skills and know-how of the executive team</li> <li>✓ other resources of the executive team (e.g. funding, collaboration)</li> <li>✓ potential to continue developing the service after experiment</li> <li>✓ executed by a consortium of more than one organisation or company</li> </ul>
<b>Smart, agile and user-driven</b>	<ul style="list-style-type: none"> <li>✓ service/product utilizes ICT-technology or data</li> <li>✓ use of agile development methods</li> <li>✓ service responds to the needs of users</li> </ul>

# Cross-border example: (Finest Smart Mobility)



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Ralf-Martin Soe, PhD  
Development Manager  
ITL Digital Lab  
+ 372 52 39 520  
[ralf@itl.ee](mailto:ralf@itl.ee)

See also:

[Paper 1](#)

[Paper 2](#)

 **Interreg**  
Baltic Sea Region



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