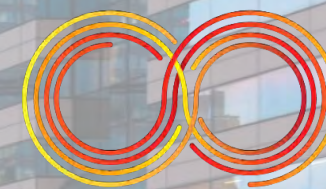




The power of Data Analytics in assessing Value of Time for Mobility and Transport Planning: uncovering users' mobility behavior



MoTiV

18th September 2019
08:30h-17:15h

MediaTIC Auditorium
117, Roc Boronat street
08018 Barcelona- Spain

[REGISTER HERE](#)

This **workshop** will provide a **comprehensive analysis of user preferences, behaviors and needs**, and highlight the main factors that influence user choice, the time spent on preparation and actual travel, and the value proposition of **travel time**.

AGENDA

08:30 Registration attendees & Welcome Coffee

09:00 Welcome and introduction

Jaume Baró, Business Services Director at Barcelona Activa
Giuseppe Lugano, MoTiV Project Manager and Researcher at the University of Zilina
Joan Mas, Director of Digital Technologies at Eurecat

09:20 Keynote session

Floridea di Ciommo, Co-director of the cooperative cambiaMO | changing MObility

10:20 Meeting travelers' expectations: how to assess travel experience and enhance people' perceived Value of Travel Time (VTT). Discussion with national transport operators: ATM, FGC, TMB, TRAM.

Moderates: Laia Garriga, Business Development Manager Rail Industry & Logistics at Eurecat
Eduard Cabrera, Head of Infrastructures Management Service at ATM
Albert Tortajada, Infrastructure & International Director at FGC
Michael Pellot, Innovation Director at TMB
Humberto López, General Director at TRAM

11:20 Coffee Break

11:50 Presentation Woorti App

Yannick Cornet, Senior Researcher in Smart and Sustainable Transport System at the University of Zilina.

12:10 Mobility behavior data analysis: current trends, future opportunities. Discussion with CENIT, RACC, SEAT and other industry stakeholders

Moderates: Marc Torrent, Director of the Big Data & Data Science Technological Unit at Eurecat and Director of the Big Data Centre of Excellence in Barcelona.
Eglantina Dani, Transport Research Engineer at CENIT
Marc Figuls, Technical Director at Fundació RACC
Mireia Gilibert, Researcher in MaaS business models at SEAT

13:10 Networking Lunch Break

14:00 Value of Travel time: an inclusive mobility perspective. Presentation of European projects related with inclusive mobility and transport.

Host: Holger Haubold, Intellectual Property & Data Collection at the European Cyclists' Federation.

- **DIAMOND:** Revealing fair and actionable knowledge from data to support women's inclusion in transport systems
Lucía Recio, DIAMOND project coordinator at Eurecat
- **HiReach:** Innovative mobility solutions to cope with transport poverty
André Freitas, HiReach Startup Lab Manager at TIS
- **Inclusion:** Towards more accessible and inclusive mobility solutions for European prioritized areas
Eva Romagosa, Co-founder & Chief Innovation Officer at BusUp
Lidia Sala, Innovation Engineer at Mosaic Factor

14:45 Tutorial – Data Analysis of Mobility Behaviour Data

Matteo Manca, Big Data and Data Analytics researcher at Eurecat

- Methods and tools to analyze mobility behaviour data
- MoTiV data analysis case (notebook case study to be followed by participants)

**Attendees are recommended to bring their own laptop to be able to follow the tutorial.*

17.00 Conclusions and Closing

Giuseppe Lugano, MoTiV Project Manager and Researcher at the University of Zilina