



MyWay

EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER

# 1<sup>st</sup> MyWay Collaboration Workshop

*Fraunhofer FORUM Berlin  
Anna-Louisa-Karsch-Str 2, 10178 Berlin  
20<sup>th</sup> May 2015*

Integrated personal mobility solutions leveraging enhanced mobile user services, facilitating personalised seamless integration of public and private modes, promoting the use of cleaner means of transport and making the travelling experience easier and more comfortable are an essential component for developing European Smart Cities. A number of RTD projects part-funded under FP7 are addressing these themes, which are also prominent within the H2020 work plan.

Organised by the MyWay FP7 project, the 1<sup>st</sup> Collaboration Workshop planned in Berlin on 20 May brings together the interests of a number of projects addressing this RTD area including, in addition to MyWay: MoveUS (608885), STREETLIFE (608991), MoveSmart (609026), Petra (609042), Simpli-City (318201) and TEAM (318621). The workshop aims at enabling the exchange of information about ongoing activities and developments in the participating projects, and at providing an information sharing platform that will help dissemination and enhancement of results at individual project level as well as facilitate potential future synergies and inputs at program level.

Spanning over one full day, the workshop is organised into three main logical blocks.

The morning session is devoted to an introduction of the participating projects, and will allow to get an overview of the core topics and themes addressed by each project. This will be followed by a first wrap-up session aimed at summarising the main commonalities and differences in the presented approaches.

The afternoon will be devoted to four short, moderated break-out sessions, enabling a joint discussion on four core common themes agreed among the projects as potential areas for further joint investigation: "Pilot Implementation and User Engagement", "Crowd Sourcing of mobility information", "European Mobility Service Platform", "Private and Public modes integration".

Finally, the closing session will summarise the main findings from the break-out sessions and will allow identifying the next steps for further exchanges and cooperation among the projects.

The workshop will be held in the context of the Smart City international event "Metropolitan Solutions", which will be held in Berlin on 20-24 May and will be hosting a number of parallel conferences and an exhibition on several complementary themes of interest for smart mobility.

In the following, the Agenda of the event is provided, together with venue and other organisational information.



<http://www.myway-project.eu>

## AGENDA

### 1. Introduction

09:00 – 09:15 Welcome, introduction of participants, agenda MYWAY

### 2. Projects presentation

09:15 – 09:40 MyWay Project outline & Vision, Q&A MYWAY, ALL

09:40 – 10:05 MoveUs Project outline & Vision, Q&A MOVEUS, ALL

10:05 – 10:30 STREETLIFE Project outline & Vision, Q&A STREETLIFE, ALL

10:30 – 10:55 MoveSmart Project outline & Vision, Q&A MOVESMART, ALL

10:55 – 11:15 *Coffee break*

11:15 – 11:40 Petra Project outline & Vision, Q&A PETRA, ALL

11:40 – 12:05 Simplicity Project outline & Vision, Q&A SIMPLICITY, ALL

12:05 – 12:30 Team Project outline & Vision, Q&A TEAM, ALL

### 2. Morning wrap-up session

12:30 – 13:00 Summary, collaboration opportunity MYWAY, ALL

13:00 – 14:00 *Launch break*

### 3. Key topics discussion

14:00 – 14:30 Pilot Implementation, User Engagement STREETLIFE, ALL

14:30 – 15:00 Crowd Sourcing of mobility Information MYWAY, ALL

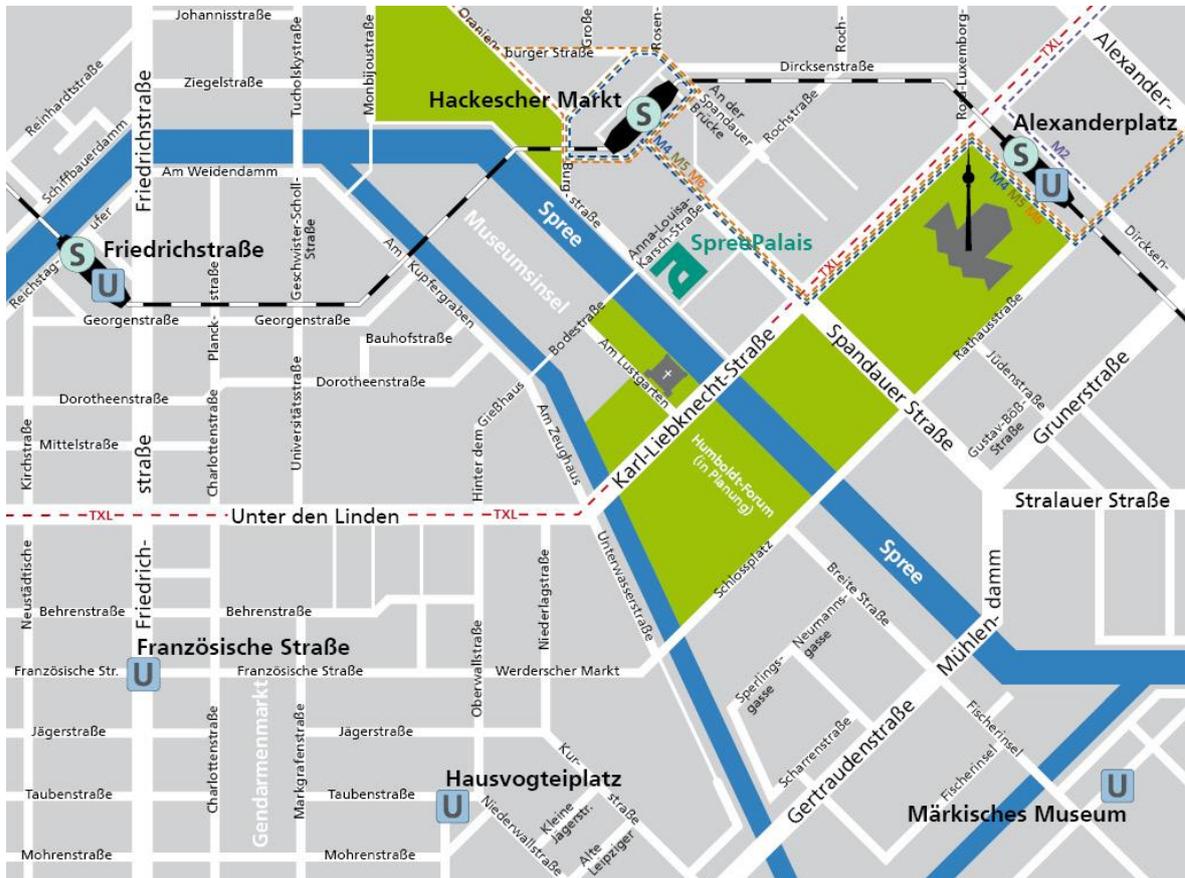
15:00 – 15:30 European Mobility Service Platform SIMPLICITY, ALL

15:30 – 16:00 Private and Public modes integration MYWAY, ALL

### 4. Afternoon wrap-up session

16:00 – 16:30 Summary, next steps  
Closure of the workshop MYWAY, ALL

## HOW TO ARRIVE



### By rail

#### ***Berlin Hauptbahnhof, Zoologischer Garten and Friedrichstraße:***

S-Bahn lines S 5, S 7, S 75, S 9 as far as the Hackescher Markt.

#### ***Ostbahnhof and Alexanderplatz:***

S-Bahn lines S 5, S 7, S 75, S 9 as far as the Hackescher Markt. Leave the station, towards Burgstraße/Museumsinsel. At the Burgstraße go towards the cathedral as far as the Anna-Louisa-Karsch Strasse, and cross this street. The main entrance of the Spreepalais is 20 m along on the left-hand side.

## By air

### ***Berlin-Tegel:***

The Spreepalais is approx. 10 km from Berlin-Tegel airport. The TXL bus route, going towards Mollstr./Prenzlauer Allee, departs directly outside the main concourse of the terminal. The journey time is approx. 35 minutes. Travel to Spandauer Str./Marienkirche and cross the Karl-Liebknecht Strasse. Then proceed approx. 150 m towards the Berliner Dom and turn right onto the embankment footpath just before the Spree. The main entrance of the Spreepalais am Dom is on the right-hand side just before the Anna-Louisa-Karsch Strasse, positioned slightly back from the road.

### ***Berlin-Schönefeld:***

The Spreepalais is approx. 23 km from Berlin-Schönefeld airport. Take the S-Bahn line 9, towards Spandau, from the S-Bahnhof at Berlin-Schönefeld airport. The journey time is approx. 45 minutes to Hackescher Markt station. Leave the station, going towards the Burgstraße/Museumsinsel. At the Burgstraße go towards the cathedral, as far as the Anna-Louisa-Karsch Strasse, cross this street. The main entrance of the Spreepalais is 20 m along on the left-hand side.

## By car

### ***from all directions:***

Keep going towards Berlin-Mitte

### ***from the direction of the A24 and A19:***

Leave the A10 at the Pankow junction and follow the A114 until you reach the Pankow exit. Continue towards Berlin 'Zentrum/Mitte' until you reach the 'Prenzlauer Allee', which becomes 'Karl-Liebknecht-Strasse' (B2/B5). Turn right into the 'Spandauer Strasse' and after approx. 200 m turn left into the 'Anna-Louisa-Karsch Strasse'. The main entrance is on the Spree embankment. There is a public car-park at Spandauer Strasse 3.

### ***from the direction of the A2 and A9:***

Leave the A10 at the Nuthetal junction and follow the A115 towards Berlin 'Zentrum'. At the Funkturm junction drive towards 'Hamburg/Flughafen Tegel' and leave the motorway at the 'Kaiserdamm' exit, towards 'Berlin-Mitte/Tiergarten'. Follow the 'Strasse des 17. Juni' and turn right just before the 'Brandenburger Tor'. Then turn left into the 'Behrenstrasse' as far as the 'Glinkastrasse' and turn left. Turn right at the next crossroads into 'Unter den Linden'. This street becomes the 'Karl-Liebknecht Strasse' (B2/B5). Turn left into the 'Spandauer Strasse' and after approx. 200 m left into the 'Anna-Louisa-Karsch Strasse'. The main entrance is on the Spree embankment. There is a public car-park at Spandauer Strasse 3.

***from the direction of the A13:***

From the Schönefelder junction follow the A113 towards 'Berlin-Grünau / Dreieck Trep-tow'. Continue on the 96a towards 'Berlin-Mitte'. At the end of the 'Stralauer Allee' keep straight on into the 'Mühlenstrasse', 'Holzmarktstrasse', 'Stralauer Strasse' and straight on into the 'Spandauer Strasse'. After approx. 200 m turn left into the 'Anna-Louisa-Karsch Strasse'. The main entrance is on the Spree embankment. There is a public car-park at Spandauer Strasse 3.

## WHERE TO STAY

The Fraunhofer FORUM is in Berlin center (Berlin-Mitte), any hotel in "Alexander Platz" and "Hackerscher Markt" area is in walking distance from Fraunhofer FORUM.

Alternatively, the "City-West" area close to Messe Berlin, where the Smart City interna-tional event "Metropolitan Solutions will be held, is about 20 minutes by S-Bahn (station Hackerscher Markt is near Fraunhofer FORUM).