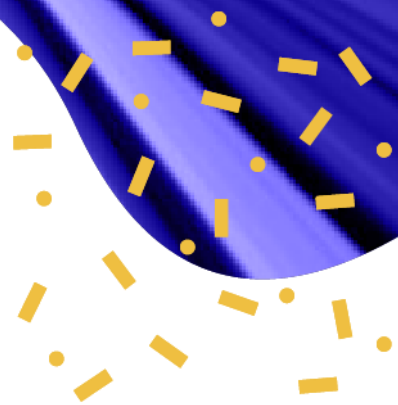




TRANSPORT RESEARCH ARENA

LISBON 2022



GA 859887: MOVING TOGETHER - reimagining mobility worldwide

# D5.1 – Demonstration submission and selection guidelines

*Laboratório Nacional de Engenharia Civil, I.P. (LNEC)*



### Document

Document identifier	D5.1 - Demonstration submission and selection guidelines
Due Date of Delivery to EC	30 September 2021
Actual Date of Delivery to EC	
Dissemination level	Public
Work Package	WP5 – Demonstration and Technical visits

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### Control Sheet

Version	Date	Editor	Summary of Modifications
1	22 September 2021	Ana Cristina Freire	First version sent to WP5 partners (ANI, IMT) for comments
2	8 October 2021	Ana Cristina Freire	Addressed comments from ANI received in 06.10.2021 and from IMT in 07.10.2021
3	22 October 2021	Ana Cristina Freire	Final version
4	11 November 2021	Ana Cristina Freire	New version after request revision of deliverable submission
5	22 November 2021	Ana Cristina Freire	Addressed comments from ANI and from IMT received in 18.11.2021
6	03 December 2021	Ana Cristina Freire	Final version



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## List Abbreviations / Acronyms

Acronym	Definition
<b>ANI</b>	Agência Nacional de Inovação, S.A.
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>H2020</b>	Horizon 2020
<b>IMT</b>	Instituto da Mobilidade e dos Transportes, I.P.
<b>LNEC</b>	Laboratório Nacional de Engenharia Civil, I.P.
<b>TRA</b>	Transport Research Arena
<b>WP</b>	Work Package



# Executive Summary

Deliverable 5.1- *Demonstration submission and selection guidelines* was prepared within the scope of WP5 - *Demonstration and technical visits* (Task 5.2 – *Development of the call for demonstration activities*) of the Project “Moving Together”, which supports the organization of the *Transport Research Arena (TRA) LISBON 2022* Conference, that will take place at the *Centro de Congressos de Lisboa*, Lisbon, from 14<sup>th</sup> to 17<sup>th</sup> November 2022.

The TRA LISBON 2022 priority themes and subthemes are identified within the moto of *Moving Together – Reimagining mobility worldwide*, covering major challenges and opportunities handled by the current transport and mobility system.

Citizens, industries, private and public enterprises, cities, and other stakeholders, as well as researchers, are invited to present their latest results and innovative research, as well as practical and commercial applications, in the various themes and subthemes of TRA LISBON 2022.

The submission procedure, the demonstrations selection criteria, the guidelines for proposal submission and the communication and dissemination strategies are described regarding the organization’s submission for demonstration proposals to TRA LISBON 2022. The templates to be used for the *Expression of Interest* and for *The Full Demonstration Proposal* are presented in the annexes.



# 1. Demonstrations at TRA LISBON 2022

The *Transport Research Arena (TRA) LISBON 2022* will take place in Lisbon, from 14<sup>th</sup> to 17<sup>th</sup> November 2022, at the **Centro de Congressos de Lisboa** (<https://lisbonvenues.pt/centro-de-congressos-de-lisboa/>) (Figure 1).



Figure 1. Proposed venue for TRA LISBON 2022





The demonstration area will be one of the main focus points of TRA LISBON 2022, presenting multifunctional spaces and being prepared to receive a large number of different types of on-site demonstrations (indoor and outdoor). On-line demonstrations will also be an option, allowing for the widest possible coverage of access for all the participants.

The dedicated areas will allow for interactive demonstrations of technological innovations to be carried out by and for industry partners, researchers, and other stakeholders. Demonstrations are an excellent opportunity to introduce conference attendees in an engaging way, as well as to promote new contacts and promising business.

The call for demonstrations will be prepared and launched under the overview of the TRA LISBON 2022 consortium. Citizens, industries, private and public enterprises, cities, and other stakeholders, as well as researchers, will be invited to present their latest results and innovative research, as well as practical and commercial applications in the various thematic areas related with the conference theme "*Moving together - reimagining mobility worldwide*". Demonstrations are also expected to mobilize collaborations of more than one sector, engaging transport and mobility solutions, infrastructures, Intelligent Transport Systems (ITS) and Artificial Intelligence (AI) applications.

Hence, the network of TRA LISBON 2022 stakeholders will be called upon to fully explore exhibition opportunities.

The TRA LISBON 2022 priority themes and subthemes are identified below, within the motto of *Moving Together - Reimagining mobility worldwide*, covering major challenges and opportunities handled by the current mobility system:

## **1 - Smart Solutions and Society**

- 1.1 - User Focus and Inclusive Mobility
- 1.2 - Connected and Automated Multimodal Mobility
- 1.3 - Innovation and the Use of Data ITS and AI
- 1.4 - Efficient and Innovative Logistics

## **2 - Green Mobility and Decarbonisation**

- 2.1 - Carbon Neutrality and Zero-emission Vehicles



2.2 - Energy Efficiency, Electrification and Alternative Fuels

2.3 - Sustainable Inter-urban and Urban Mobility

2.4 - Greening Freight Transport

### **3 - Innovative Infrastructures for Europe 2030**

3.1 - Single Market for TEN-T with the Wider Europe

3.2 - Intelligent, Resilient, and Cooperative Infrastructure Systems

3.3 - Innovative Hubs

3.4 - Safety and Security

### **4 - Policies and Economics for a Competitive Europe**

4.1 - Transport Planning and Policy for Recovery and Resilience

4.2 - Innovative Business and Governance Models

4.3 - Internalisation of Transport Externalities and Pricing Carbon

4.4 - Supporting Competitiveness & Industrial Policy



# 2. Demonstration proposals

## 2.1 Submission procedure

The submission procedure for demonstration proposals to TRA LISBON 2022 will consider the following two stages:

1. Submission of *Expressions of Interest*
2. Submission of *Full Demonstration Proposals*

The *Expression of Interest* should contain necessary and sufficient information for its proper evaluation, in accordance with the established criteria (see Section 2.2), leaving space for further improvements and developments.

The *Full Demonstration Proposal* is a comprehensive description of the proposed demonstration, with all details to be considered to ensure its full implementation. Consultations with demonstrators can be established before submission of the *Full Demonstration Proposal* to enable and guarantee successful demonstrations. The submission of completely new proposals and the acceptance of further demonstration without having presented a previous *Expression of Interest* or last-minute submissions without prior manifestation of interest will be evaluated and decided in a case-by-case basis. Nevertheless, the two-step submission procedure is highly recommended to ensure a successful result.



## 2.2 Demonstration selection criteria

The operational organization of TRA LISBON 2022 will assign a selection group that will analyse and validate the submitted demonstration proposals at both stages - *Expressions of Interest* and *Full Demonstration Proposal*, will promote the communication with potential demonstrators and carry out other administrative and organizational aspects.

The submitted proposals (through the *Expression of Interest* proposal) must fulfil several conditions and will be evaluated according to criteria presented below. The final rating will be the average value of the partial ratings, allowing to classify all the *Express of Interest* submissions.

- **Show the feasibility of application in the current and future context of transport and mobility**

Ratings are as follows (criteria B, Annex I)

  - 0 – Reduced viability
  - 1 - Viable
  - 2 –High viability
- **Address recent and innovative developments in transport related technologies, mobility services and products/materials**

Ratings are as follows (criteria C, Annex I)

  - 0 –Uninnovative
  - 1 - Innovative
  - 2 - Very innovative
- **Promote interactivity and connection with TRA LISBON 2022 participants**

Ratings are as follows (criteria G, Annex I)

  - 0 – Reduced interactivity and connection
  - 1 – Interactive
  - 2 - High interactivity and connection
- **Aligned with the TRA LISBON 2022 themes and subthemes**

Ratings are as follows (criteria H and I, Annex I)

  - 0 - Not aligned
  - 1 - Aligned with one theme and one subtheme
  - 2 - Aligned with more than one theme or subtheme

In Annexes I and II are presented the templates that will be used for the *Expression of Interest* and for *The Full Demonstration Proposal*.



The selection of demonstrations will consider the classification given to the *Expression of Interests* submission proposal. Other issues may also be considered related to required installations and other logistical aspects that can be provided at the venue premises, to be assessed case-by-case. Some of these issues may only be apparent in the *Full Demonstration Proposal* and will require some interaction in this phase.

## 2.3 Guidelines for proposal submission

The application to the call of *Expression of Interest* will allow the organizations to express their intent to participate. To increase the potential and impact of the participation, all the relevant information must be provided, although updates of the *Expression of Interest* can be done at the second stage of the application process during the *Full Demonstration Proposal* submission.

Submitting an *Expression of Interest* will allow the organizations to interact closely with conference organizers at an early stage, ensuring that its needs for visibility and practical organization of the demonstration are in line with the conference overall organization.

For the submission of both the *Expression of Interest* and the *Full Demonstration Proposal* adequate templates will be provided in the “Call for Demonstrations”, as well as a link will be given to a web platform prepared to receive these submissions (see Annexes I and II).

Reference dates for the demonstration proposal submission procedure are given in Table 1 below.

Table 1. Timeline for demonstration proposal submission

Date	Activity
<b>15 January 2022</b>	Call for Demonstrations open
<b>15 February 2022</b>	Deadline for <i>Expression of Interest</i> submission
<b>31 March 2022</b>	Communication of acceptance for <i>Expression of Interest</i> submissions
<b>15 May 2022</b>	Deadline for <i>Full Demonstration Proposals</i> submission
<b>15 June 2022</b>	Selected Demonstrations announced

After a proposed demonstration has been selected, the organisation will be asked to commit to the presented requirements through an agreement.



A contact person must be appointed as the organization's representative during the demonstration planning phase. This person should preferably hold the best possible combination of technical and logistical understanding of the intended demonstration and should serve as a valuable liaison for the organisation.

The fees for the demonstrations will be announced in the “*Call for Demonstrations*”.

## 2.4 Communication & dissemination strategy

The Communication and Dissemination activities should pave the way for an effective and competitive engagement of innovative enterprises in TRA LISBON 2022 Conference. Moreover, it should also support the grand narrative of European innovation within the mobility sector. To reach out to the Mobility and Transport industries, Magellan, responsible for the Communication and Dissemination Strategy, planned various communication activities based on a threefold approach of making research available (dissemination), promoting results and the project in general (communication) and engage stakeholders (collaboration and user engagement).

On this matter, the Communication and Dissemination strategy aims to promote the Call for Demos, indicating how the participation on TRA LISBON 2022 Conference contributes to tackling current transport challenges. This is achieved by providing targeted information to multiple audiences, including the media and the public in a strategic and effective manner and by engaging its stakeholders.

Similar to what has been done for TRA2020 in Helsinki, short call for action teasers will be produced in collaboration with LNEC. With appealing visuals, the videos aim to recruit demonstrators at the conference as well as sponsors. Not only the videos will be disseminated through TRA LISBON 2022 newsletter and social media – LinkedIn, Twitter, Facebook and Instagram – they will also be shared on media outlets.

In addition to the teasers, the work package will provide communication support to the exhibitor management and promotion of the exhibition as well as to the call for demonstrations and organisation of demo tours. All three activities will be largely promoted on the TRA LISBON 2022 official website as well as on social media and newsletters.



In order to have a more organised approach to the demonstration and technical visit organisation, a Memorandum of Understanding (MoU) has been developed in Task 1 of the WP5. This is expected to be signed between the Consortium MOVING TOGETHER and the Industry/Company/City/Regional Transport Authority/etc. hereinafter referred to as the “TRA Lisbon 2022 Stakeholder”. The MoU is more associated with Portuguese stakeholders. This task 5.1 Stakeholders Engagement is led by IMT.

With this MoU, the TRA LISBON 2022 Stakeholder accepts to cooperate with the Consortium MOVING TOGETHER by disseminating the event through its network and to fully explore exhibition opportunities and consider means at its disposal to assess support to virtual or face-to-face technical visits and tours of common interest to both parties and participants at TRA LISBON 2022.



# Conclusions

The provision of adequate infrastructures and flexible demonstration environments is essential to attract the vast community of national and international stakeholders to TRA LISBON 2022 Conference. The envisaged dynamics between the scientific community and their networking activities with multiple stakeholders in the field of transport and mobility will contribute to the forthcoming of the new age of transport research and innovation. Following previous TRA Conferences, the Call for demonstrations of TRA LISBON 2022 is prepared in full alignment with the Conference themes and subthemes.

The mains recipients for the presentation of the latest results and innovative research, regarding practical and commercial applications in the various priority themes and subthemes of TRA LISBON 2022, namely citizens, industries, private and public enterprises, cities, and other stakeholders, as well as researchers, will sure profit from the set of demonstrations that will be available at the conference.

Thereby all the interested stakeholders are invited to respond to the Call for demonstrations.



# Annex I

## Call for demonstrations at TRA LISBON 2022

### *Expression of Interest*

Please complete the following sections of the template and add references and links (when available). The answers to items B, C, G, H and I will be used to serialize all the proposals received.

*Organisation name (registered name and name in English).*

---

*Organisation type:*

- |  |   |
|--|---|
| Public bodies (e.g., authorities, agencies) <input type="checkbox"/> | Large company <input type="checkbox"/>              |
| University/research institution <input type="checkbox"/>             | Small or medium enterprise <input type="checkbox"/> |
| Non-profit organisation <input type="checkbox"/>                     | Spin-off/start-up <input type="checkbox"/>          |
| Other <input type="checkbox"/>                                       |   |

*Contact person (name, address, country, telephone, email):*

---

*Other partners / organisations involved:*

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If the proposed demonstration is linked to a project that has received EU funding, please provide:

- Project acronym \_\_\_\_\_
- Grant number \_\_\_\_\_
- Programme \_\_\_\_\_

A - Title of the demonstration:

\_\_\_\_\_

B- Brief description of the proposed demonstration referring to the feasibility of application in the current and future context of transport and mobility. (please also refer to how much time is needed for one run of the demonstration and how much space (m<sup>2</sup>) is approximately necessary; please note that the overall time for one run should, if possible, be no longer than 50 min.):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

C - Innovative aspects of your demonstration

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

D - What are the main target groups of your demonstration?

End users

Academics

Public authorities

Other target groups



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E - Where will the demonstration take place?

Strictly inside

Strictly outside

On-line

Inside and outside

F - Maximum number of participants that can take part in one run of the demonstration?

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G - How can TRA LISBON 2022 participants take part into the demonstration?

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H - Alignment with TRA LISBON 2022 themes and subthemes:

Yes

No

I - If the demonstration is aligned with TRA LISBON 2022 themes and subthemes, please select the main theme and up to two secondary subthemes:

**1 - Smart Solutions and Society**

1.1 - User Focus and Inclusive Mobility

1.2 - Connected and Automated Multimodal Mobility

1.3 - Innovation and the Use of Data ITS and AI

1.4 - Efficient and Innovative Logistics





**2 - Green Mobility and Decarbonisation**

- 2.1 - Carbon Neutrality and Zero-emission Vehicles
- 2.2 - Energy Efficiency, Electrification and Alternative Fuels
- 2.3 - Sustainable Inter-urban and Urban Mobility
- 2.4 - Greening Freight Transport

**3 - Innovative Infrastructures for Europe 2030**

- 3.1 - Single Market for TEN-T with the Wider Europe
- 3.2 - Intelligent, Resilient, and Cooperative Infrastructure Systems
- 3.3 - Innovative Hubs
- 3.4 - Safety and Security

**4 - Policies and Economics for a Competitive Europe**

- 4.1 - Transport Planning and Policy for Recovery and Resilience
- 4.2 - Innovative Business and Governance Models
- 4.3 - Internalisation of Transport Externalities and Pricing Carbon
- 4.4 - Supporting Competitiveness & Industrial Policy

*If the demonstration is not aligned with TRA LISBON 2022 themes and subthemes, please describe the main reasons for presenting the demonstration.*

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# Annex II

## Call for demonstrations at TRA LISBON 2022

### *Full Demonstration proposal*

Please complete the following sections of the template and add references and links (when available).

*Organisation name (registered name and name in English).*

---

*Organisation type:*

- |  |   |
|--|---|
| Public bodies (e.g., authorities, agencies) <input type="checkbox"/> | Large company <input type="checkbox"/>              |
| University/research institution <input type="checkbox"/>             | Small or medium enterprise <input type="checkbox"/> |
| Non-profit organisation <input type="checkbox"/>                     | Spin-off/start-up <input type="checkbox"/>          |
| Other <input type="checkbox"/>                                       |   |

*Contact person (name address, country, telephone, email):*

---

*Other partners / organisations involved:*

---





*If the proposed demonstration is linked to a project that has received EU funding, please provide:*

- Project acronym \_\_\_\_\_
- Grant number \_\_\_\_\_
- Programme \_\_\_\_\_

*Title of the demonstration:*

\_\_\_\_\_

*Accurate and detailed description of the proposed demonstration (please, present here a summary of the proposed demonstration (maximum: 300 words)):*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Innovative aspects of your demonstration (please, describe here the recent and innovative developments in transport-related technologies, mobility services and products/materials):*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Alignment with TRA LISBON 2022 themes and subthemes:

Yes

No

If the demonstration is aligned with TRA LISBON 2022 themes and subthemes, please select the main theme and up to two secondary subthemes:

**1 - Smart Solutions and Society**

1.1 - User Focus and Inclusive Mobility

1.2 - Connected and Automated Multimodal Mobility

1.3 - Innovation and the Use of Data ITS and AI

1.4 - Efficient and Innovative Logistics

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4.2 - Innovative Business and Governance Models

4.3 - Internalisation of Transport Externalities and Pricing Carbon

4.4 - Supporting Competitiveness & Industrial Policy

*If the demonstration is not aligned with TRA LISBON 2022 themes and subthemes, please describe the main reasons for presenting the demonstration.*

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---

Where will the demonstration take place?

Strictly inside

Strictly outside

On-line

Inside and outside

How can this demonstration promote interactivity and connection with TRA LISBON 2022 participants?

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*Maximum number of participants that can take part in one run of the demonstration?*

---







**Main limitations and risks of your planned demonstration:**

In the preparation phase:

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During the demonstration:

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Concerning availability of technical elements, hardware, software, etc.:

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Describe the sequence and time plan for the demonstration, referring all the requirements needed to promote the demonstration (e.g., access to electrical power supply, necessary setup time, in days, before the public start of the demonstration, prior installation of mobile applications on smartphones of participants, etc.).

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Remarks and additional supporting documents and references can be added.

