

Planning the Sustainability & Future Ownership of the Low Carbon Mobility Management IT Tool

D.T2.2.6

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1. Introduction

This document gives an overview on the future ownership and sustainability concepts of the three LAirA FUAs, i.e. four LAirA airports (two Milan airports) implementing a carpooling application/IT-tool for employees. The application / IT tool is implemented for each LAirA FUA on local level in joint venture with local partners. Details on the individual employee pilots to be found in D.T2.2.1.

2. Background - PA §19 Ownership - use of outputs

Within the Partnership Agreement, paragraph 19 clarifies ownership, i.e. the legal basis for the use of outputs for the LAirA project. See direct citation of the PA in the textbox below.

Nevertheless, further information on the sustainability and future ownership of the IT-related outputs (carpooling for employees and mock-up for passengers, see also D.T2.3.6) has been collected and summarised in this document.

Direct citation from the Partnership Agreement, §19:

1. Ownership, title and industrial and intellectual property rights in the results of the project and the reports and other documents relating to it shall, depending on the applicable national law, vest in the LP and/or its PPs.
2. Where several members of the partnership (LP and/or PPs) have jointly carried out work generating outputs and where their respective share of the work cannot be ascertained, they shall have joint ownership on it/them.
3. In case of joint ownership, the following provisions shall apply:
The rules of Hungarian Law shall apply in case of joint ownership.
These provisions shall be in line with § 26.6 of this Agreement.
4. The ownership of outputs having the character of investments in infrastructure or productive investments realised within the project must remain with the concerned LP and/or PPs according to the timeframe as well as under the conditions set in Article 71 of Regulation (EU) No 1303/2013. Should any of the conditions set by the mentioned Regulation not be met at a certain point of time, the MA/JS must be immediately informed by the concerned LP or PP. The MA will recover the unduly paid ERDF contribution in proportion to the period for which the requirements have not been fulfilled.
5. Each PP shall respect all applicable rules and the basic principles related to competition law as well as the principles of equal treatment and transparency within the meaning of the funding regulations and it ensures that no undue advantage, i.e. the granting of any advantage that would undermine the basic principles and political objectives of the funding regime, is given to anybody. Outputs and results, especially studies and analyses, produced during project implementation are made available to the general public free of charge and can be used by all interested persons and organizations in the same way and under the same conditions as by the LP or its PPs.
6. The MA reserves the right to use the outputs and results for information and communication actions in respect of the programme. In case there are pre-existing intellectual and industrial property rights which are made available to the project, these are fully respected.



For the course of the LAirA project, i.e. the implementation of pilots and future ownership, the above-mentioned article means:

- Outputs / results remain with the LP or the respective PP
- No joint ownership among different LAirA PPs, as contracts were assigned separately on local level
- Given compliance with funding regulations, i.e. procurement regulations, competition law



3. Budapest Airport (BUD) - Future ownership and sustainability of car-pooling (IT) tool

3.1. Budapest Airport (BUD) - PP2 - Future ownership

Budapest Airport (BUD) had implemented a simple purchase procedure to set-up a specialized ride-sharing IT service application for BUD employees. The purchased services are the right to use an on-line ride-sharing platform (webpage and Android/iOS Application) for the Contractual period, the tailoring of the user interface of the ride-sharing platform according to the visibility requirements of the LAirA project and EU INTERREG CE, as well as to BUD branding. Besides the IT related tasks, a communication and awareness campaign was also performed.

During the contractual period, by using the ride-sharing platform, our employees are able to

- access and register to a car-pooling platform;
- advertise travels as drivers
- search advertisements for travels as a passenger;
- feedback both drivers and passengers
- use a tailored address book of airport addresses;

Moreover, the pilot contract includes the following providers' activities:

- data management in compliance with the GDPR EU Regulation;
- customisation of the car-pooling platform: visibility requirements, address-book;
- provision of user statistics related to the pilot development evaluation;
- providing support and know-how for user engagement.

The contract between BUD and the provider (Oszkar) does not include the deployment of an Information Technology Tool, nor software deployment, and it focuses on the provision of services ("Software as a Service"). The platform and all intellectual rights are owned by the service provider. Experiences of the pilot period will be shared between the PPs.

In particular, this means that BUD is not paying for the car-pooling software, but for the services that the software provides, according to the Contract. This is fully consistent with the approach that the LAirA project proposed, and specifically with the fact that the pilot development should consider available market solutions.

Therefore, the ride-sharing platform software ownership remains to the provider and the software was not developed in the framework of the LAirA project. The contract with the provider specifically indicates that the provider will retain any patents copyright or other right that it owns.

Concerning the car-pooling services public availability and eventual pilot project revenues, the services that BUD had purchased within the LAirA project are fully available for free to all BUD employees and BUD has not made any revenues from the pilot testing.

All pilot project results are public and aimed at sharing the collected experience and know-how with partners and with other interested.



3.2. Budapest Airport (BUD) - Sustainability

The sustainability of the IT pilot test is based on two pillars: one is that the ride-sharing platform results and experiences are available for the interested for free through the project webpage and BUD is also ready to consult in case of interest, secondly BUD has decided to continue and sustain the ride-sharing platform at least until the end of 2020 from its own funds.

BUD has decided to continue the use of IT application service beyond the test period and after the end of the project, financed from its own budget. In order to support this decision, BUD has also decided to launch a company-wide monthly and annual award schemes for the top three most active ride-sharing users (drivers and passengers). The approval of the related and needed company financial and HR decisions (November 2019), a launch date of 15. January and end date of 15. December 2020 for the competition had been decided, as it is an annual award competition. BUD is to see the success of the monthly and annual competitions, the popularity of the IT application among the employees and decide about the IT Pilot continuation after 2020 based on these results.

However, due to the COVID-19 pandemic, the launch of the competitions had been postponed. Also due to the pandemic, it seems to be problematic to advertise a travel solution that is aimed to have more persons in a small confined space in the current situation. While the application is still available for BUD employees, BUD is to launch the award competitions after the pandemic.

BUD PP2 has purchased the usage of the phone application for the test period. The application is available for all other companies, which are to conclude an agreement with the ride-sharing service provider. Both the webpage and the application is available in multiple languages, including English. Therefore, the application and the related experiences and know-how is available for other airport or any larger company, where employee ride-sharing could create environmental benefits.

During the test period, PPs used the services of a ride-sharing service provider, but has not purchased a software and infrastructure (servers, etc.), therefore there are no maintenance costs after the test period, as the service is finished. BUD is to provide all project and it application related info to anyone interested, but these institutions also have to conclude a contract for tailoring the application for their needs and for using it for their purposes.

Additionally, the pilot test has greatly contributed to the general discussion and formulation of the future mobility related development decisions of BUD, which is to result in scaling-up environmentally friendly mobility solutions at our Airport.



4. Warsaw-Modlin Airport (WMI) - Future ownership and sustainability of car-pooling (IT) tool

The results of the pilot project indicate a very limited interest in the car-pooling platform among Warsaw/Modlin employees. Therefore, no prolongation is planned.

During the test period the platform was used on a non-exclusive license. The owner of the platform is Fabryka w chmurach Sp. z o. o. which won the public procurement for the provision of the platform. The contract included:

- implementation of and access to the platform;
- service and maintenance;
- presentation of the application at the Warsaw/Modlin airport;
- provision of reports on the use of the application.

The company adapted their existing platform to the needs of the LAirA project by changing the graphics, adding some features and a statistical module. Before the platform was launched, it was reviewed by the LAirA project team in cooperation with the representative of the Warsaw/Modlin airport, to ensure that the platform will correspond to the needs of the pilot project and the airport.

Payment for the platform was made once after it was launched and on a monthly basis from June to December (6 months). The purchaser was the Mazovian Office of Regional Planning in Warsaw which is implementing the LAirA project in the Mazovia region and the users were employees of the Warsaw/Modlin airport - an associated partner in the LAirA project. Neither the IT department in the Mazovian Office of Regional Planning in Warsaw nor the one in the Warsaw/Modlin airport was involved in the pilot project. All IT related issues were the subject of the contract and thus the responsibility of the contractor.

Key factors determining the outcome of the pilot were:

- strong car-use habits;
- not enough potential users (size of the airport, different working hours of the employees);
- lack of an incentive plan;
- moderate support of the airport authorities;
- not enough training for employees.

If a future car-pooling platform is planned, our recommendations are:

- prizes for the most active users;
- intensive promotional campaign throughout the entire pilot period;
- implementation of the application for:
 - newly opened airports, where interpersonal relationships have not yet developed,
 - large airports (with many companies and institutions) where people do not know each other.

It should be noted that application may also play an educational role and inspire employees to commute with colleagues without using the app.



5. Milan Airports (MXP, LIN) - Future ownership and sustainability of car-pooling (IT) tool

5.1. Milan Airports - Future ownership

SEA Milan Airports procured the test of a car-pooling service within the LAirA project pilot activities. In particular, the procurement and the related contract focused on the provision of a “Software as a Service” which allows employees at SEA Milan Airports (Linate - LIN and Malpensa - MXP) and at other airport companies to:

- access and register to a car-pooling platform;
- exchange information on commuting patterns with the aim of sharing trips;
- certify trips on the car-pooling platform;
- providing benefits to users¹.

Moreover, the pilot project contract includes the following providers’ activities:

- data management in compliance with the GDPR EU Regulation;
- customisation of the car-pooling platform (e.g. logos - project / programme references);
- provision of statistics on the pilot project development;
- support to user engagement;
- delivery of reports concerning the pilot results.

The contract between SEA Milan Airports and the provider (BRINGME S.r.l.) does not include the deployment of an Information Technology tool, nor software deployment, and it focuses on the provision of services (“Software as a Service”).

In particular, this means that SEA Milan Airports is not paying for the car-pooling software, but for the services that the software provides, plus the assistance in the car-pooling service promotion. This is fully consistent with the approach that the LAirA project proposed, and specifically with the fact that the pilot development should consider available market solutions.

Therefore, the car-pooling software ownership remains to the provider and the software was not developed in the framework of the LAirA project. The contract with the provider specifically indicates that the provider will retain any patents copyright or other right that it owns.

Concerning the car-pooling services public availability and eventual pilot project revenues, the services that SEA bought within the LAirA project are made available for free to all potential users (SEA aims at fostering the service use) and SEA has not revenues from the pilot project.

All pilot project results are public and aim at sharing Milan Airports’ pilot experience with partners and with the wider Central Europe community.

¹ These are not funded by the LAirA project and considering they are necessary for the success of the initiative SEA is financing them with own funds.

5.2. Milan Airports - Sustainability

The LAirA pilot project has an experimental and demonstration nature and as such long-term sustainability depends on results at the end of the pilot phase, and in particular on the extent to which employees use and benefit from the service. This is independent of SEA's availability to pay for the services once the pilot ends.

Nevertheless, SEA has already committed to sustain the car-pooling pilot with own funds when the LAirA project ends. In particular, the car-pooling pilot started in July 2019 and will last 12 months, until June 2020 (6 months after the LAirA project closure). In fact, SEA assessed that a 6-month pilot was too short to evaluate the pilot longer-term sustainability, also considering:

- the summer period, which inevitably limited the number of users;
- the fact this is a new initiative and needs time for users to be informed of and confident with the service;
- eventual corrective actions, that will need time to generate effects.

Further than paying with own funds the car-pooling service in the period January-June 2020, SEA will take further actions to promote the service and this will be delivered by SEA internal staff. Actions will focus on enhancing communication to users, and in particular workshops and webinars to present the service, its functioning and benefits.

Finally, the pilot project has already generated an additional result. Based on user feedback SEA has launched a "Bike Race" for employees working at Linate Airport, with the aim of promoting cycling to work.

Regarding the financial sustainability of the car pooling service, SEA had not maintenance costs to sustain during the LAirA project or after the project end because, as mentioned at the beginning, SEA paid the selected provider (BRING ME S.r.l.) for the provision of a "SaaS" ("Software as a Service") among the available market solutions, and didn't buy, develop or owned a specific software/IT tool for car-pooling.

SEA supported the provision of the service with own funds for six months after LAirA project ended: at the end of the one-year pilot in July 2020, due to the uncertain scenario on commuting behaviours that took shape during the Covid lockdown (e.g. social distancing, increasingly widespread use of smart working, etc.) SEA decided not to continue in providing the car-pooling service to its airport employees after the natural end of the contract with the service provider. In any case, SEA reserves the right to evaluate the re-activation of a car-pooling scheme for the future, according to the evolution of the "new" commuting behaviours.