

## DELIVERABLE

**Project Acronym:** OTN  
**Grant Agreement number:** 620533  
**Project Full Title:** Open Transport Net - Spatially Referenced Data Hubs for Innovation in the Transport Section

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## D2.2 STAKEHOLDER REGISTER/MAP

Version: 1.0

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Dissemination Level		
P	Public	X
C	Confidential, only for members of the consortium and the Commission Services	

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## Revision History

Revision	Date	Author	Organization	Description
0.1	02/04/14	Laetitia Vaysse	ISSY	Initial draft of the D2.2
0.2	17/04/14	Gerrie Smits	ANT	Integration of the Antwerp's stakeholders
0.3	17/04/14	Laetitia Vaysse	ISSY	Integration of the TRA 2014's stakeholders
0.4	22/04/14	Steve Cross, Philip Edwards	CEN, BCC	Integration of the BCC and CEN's stakeholders
0.5	25/04/14	Florence Engasser	21C	Layout and corrections
1.0	28/04/14	Laetitia Vaysse	ISSY	Final Version after incorporation internal review remarks

## Executive Summary

The Deliverable D2.2 Stakeholder Register/Map gathers since the beginning of the project the key stakeholders that will benefit from OTN and build value from the final platform. The aim of such a document is not only to identify, understand and categorize who are the OTN stakeholders but also to explain how keeping them involved in a real strategy, they would take advantage from the OTN solution.

In order to have a comprehensive view on the stakeholder register, the Deliverable is structured as follows:

Part 1: The stakeholder value chain

Part 2: The stakeholder database for each pilot

In order to have an immediate access to the stakeholder register, this document will evolve, becoming a living online register in which all users will be able to register throughout the development process of the project. This stakeholder register will be linked to the OTN website, as a common entry point for all users.

# Introduction

## What/Who are the OTN stakeholders?

To create this stakeholder register, we first need to define the exact meaning of the word 'stakeholder' in the context of the OTN project. What/Who are they? Where are they come from? What are their interests? According to the Business Dictionary<sup>1</sup>, a stakeholder is 'a person, group or organization that has interest or concern in an organization. Stakeholders can affect or be affected by the organization's actions, objectives and policies.'

Adapting this definition to the OTN project, the stakeholders are persons, groups or organizations interested in innovation in the transport field. They are actively involved in the creation of the OTN solution (ie. collaborative virtual hubs that aggregate, harmonise and visualise open transport data to drive and boost the development of innovative new apps & services) as discoverers, sponsors or innovators. Stakeholders are crucial to the success of OTN as they will promote or not the project brand, results and findings towards future end-users and potential customers.

## Why having a common stakeholder register?

The main objective of having one stakeholder register is to centralize the data (contact details, interests...) in order to get an overview of the stakeholders at a project level, helping the work package leaders and pilots to easily access the relevant stakeholders needed to support their tasks. The OTN stakeholder register also allows to better understand the singularities of the pilot level stakeholders. This will help the Consortium to compare and adapt the technical OTN solution to the requirements and needs of users until the end of the project.

The second objective of this stakeholder register is to raise awareness among Consortium partners (in particular pilot cities) about the real need for recruitment, motivation and engagement of stakeholders from the beginning of the project. This has been done by requiring a detailed Excel spreadsheet of current stakeholders in OTN pilot cities, in order to create the base of the register (*see part 2 of the D2.2*). Engaging and managing stakeholders will be supported by the Living Lab methodology, allowing to assess the project impact.

The third objective of this stakeholder register is to categorize stakeholders (data provider, transport specific organization, small businesses networks, public sector, academia, citizens, other) in order to adapt the OTN message to the targeted audience. The arguments to convince the end-user of an application and the buyer of a platform are obviously not the same. This stakeholder register will also support the dissemination and exploitation tasks for OTN.

## Aim of this report

This Deliverable is reflecting the work achieved by the partners during the first months of the project in WP2 'Open Innovation, User Requirements & Design', Task 2.3 'OTN Co-Design Process'.

The aim of this Deliverable is to prepare the OTN co-design process, by selecting the users interested in designing the OTN solution who will participate to the interactive co-design workshop in each pilot city. This workshop must define the four scenarios that will be deployed in the four pilot sites based on the users' requirements and themes predetermined as follow:

- 1) Issy-les-Moulineaux (France), renowned for advancing digital innovation - Planning Scenario
- 2) Birmingham (UK), European leader in opening and publishing government Open Data - Road Safety Scenario
- 2) Liberec (Czech Republic), over five years Geospatial Experience running an INSPIRE platform - Crisis Management Scenario
- 3) Antwerp (Belgium), Hub for SME business incubation in high tech industries - Infrastructure Maintenance Scenario

<sup>1</sup> <http://www.businessdictionary.com/definition/stakeholder.html>

Becoming the co-creators of OTN innovation, the stakeholders are actively involved in the project. Their ideas, feedback, analysis and comments will be taken into account during the whole life of the OTN project.

# 1 The stakeholder value chain

## 1.1 The stakeholders categories

Collecting stakeholders for each pilot city involved in the OTN project, it has been possible to cluster them into categories (stakeholders with the same profile and/or interests).

We defined six categories of the OTN stakeholders:

- **Data providers**

According to the OTN vision, Open Data is the fuel for new services in cities in the transport domain so data providers are considered as the first link in the OTN chain. They are able to provide geographical information about parking areas, cycle paths, etc. and real-time data (train timetables, the availability of electrical vehicles, etc.). Focusing on transport strategy, innovation and emerging trends, our work requires constant monitoring of the GI data available and other sources of information. The data can come from transport companies or cities, but not only, communities are even more active on Internet and are able to deliver accurate data matching the users' needs through social networks or blogs.

- **Transport companies**

Facing new challenges, the transport companies are looking for cleaner transport modes and innovative services that OTN will be able to support. In some countries, the transport companies also are the data owners of GI transport data so a strategy is developed by the pilot cities in order to help them opening more and more real-time data. With projects like OTN, GI and transport-related data owners understand the value that can be unlocked from their data when shared and combined/linked with other data streams.

- **Small Businesses Networks**

With their area of expertise, Small Businesses Networks are encouraged to join the OTN project, use the opened GI data and combined datasets centralized on the OTN platform to innovate and enter new markets with new services. They are engaged through the Hub that enables them to play and have fun experimenting with datasets. Developers also come to OTN Hubs to have access to the raw materials they need to create new applications and services and to interact with Cities, regions and SMEs who may commission or buy their innovations. Small Businesses Networks can stimulate innovative thinking, test new ideas with the Community and access business consultancy with the support of the OTN community.

- **Citizens**

Being the main end-users of the services and applications developed in the framework of the OTN project, the citizens are an inherent part of the solution's creation. With or without technical background, they must be able to test the applications developed and to give their feedback to OTN partners. The citizens' needs and requirements will be taken in consideration during the entire project life cycle by validating and evaluating the solution. In order to promote their activity and visibility, citizens are supported by the pilot cities.

- **Local authorities**

Public administrations are potentially interested in becoming smarter in the transport field, reusing data to create new services for cities and for citizens. Joining the OTN project, local authorities (cities, department, region) can better contribute to decision-making process in the transport field: elaboration of policies, best practices and recommendations. Local authorities would be able to replicate the services developed by the OTN project, with the necessary tools to deploy these services. Cities and regions also use the citizens to source new service solutions and resources to increase the quality of life in the cities.

- **Academia**

Students, researchers and actors from universities, research laboratories and other organizations are also invited to share their ideas, findings and results with the OTN project, as some of them are also working for

the future of transport and mobility in the tomorrow's cities. That is why it is important to create connections with the academic world and other ICT transport field projects.

## 1.2 The stakeholders' benefits from OTN

The users would benefit from the OTN Hub by using the services and applications created, so the OTN solution can enhance personal decisions when commuting and boost more responsible behaviour in terms of mobility. Thanks to the OTN project, citizens are able to influence services being co-creators of the innovation and are able to translate a business idea into reality. SMEs are encouraged to develop new services through the use of combined datasets for logistic planning, prediction of problems, etc. Public sector are able to source new services, better plan road works, safety measures, emergency response times, etc.

Developing such a platform, the project aims at creating an exploitable and sustainable solution. The OTN solution is designed around three specific user groups and the benefits and outcomes for these stakeholders can be summarized as follows:

- Discoverers 'Have fun with Data': discoverers can be from any stakeholder category who have an interest in exploring the 'mash-up' of different data sets to gain insights and knowledge about transport situations, locations, conditions, etc. Discoverers may be converted into Sponsors and/or Innovators.
- Sponsors 'Seek solutions': sponsors are envisioned to be from Local Authorities and Businesses who have a 'transport' related need they would like addressed. Sponsors will be able to help Innovators shape their new services and will have the opportunity to enter into a business venture with the creator.
- Innovators 'Solve problems': innovators are most likely to be individuals or small businesses that have an idea for a new business application or service. Innovators will use the Hub to gain insights from data, build a service using the data and market it directly to Sponsors or other markets.

According to their needs and interests, stakeholders will use all or part of the solution. It is particularly important to not neglect the stakeholders who are directly or indirectly linked to the OTN project. Each category of users will be addressed a clear message, highlighting the possibilities and potential for their collaboration with OTN.



## 2 The stakeholder database for each pilot

The stakeholders identified at this step of the project for the four pilot sites are listed by city as followed:

### 2.1 Antwerp (Belgium)

Stakeholder category	Organization	Name	Area of interest
<b>Transport Specific Organization</b>			
Tram / bus organisation	De Lijn	Tom Meeuws	Transport
Rail organisation	NMBS	Koen Van Lancker	Transport
Parking organisation	GAPA	Ivon Deden	Transport
Parking organisation	GAPA	Patrick Lesseine	Transport
Carsharing Company	Cambio	Tbc	Transport
Port	Port of Antwerp	Chris Coeck	Transport
Taxi organisation	APTU	Paul Van Avermaet	
Antwerp Transport Infrastructure Organisation	BAM	Jeroen van Houtte	
<b>Small Businesses Networks</b>			
HR consultancy about mobility	SD Worx	Kathelijne Verboomen	Transport & Mobility
Business Networks	Voka	Peter Aerts	Local businesses
Business Networks	Unizo	Stefan van Fraechem	Local businesses
<b>Community Organization</b>			
Citizen participation	Antwerpen Aantwoord	Koen Wynants	Testing the application created
<b>Public sector / Organization Department</b>			
City of Antwerp	City of Antwerp	Felix Vanvuchelen	Impact on the local economy

Stakeholder category	Organization	Name	Area of interest
City of Antwerp	City of Antwerp	Vincent De Roover	Open Data, GI data
City of Antwerp	City of Antwerp	Katrien Geerts	GI data
City of Antwerp	City of Antwerp	Mark Monté	Transport & Mobility
City of Antwerp	Firebrigade Antwerp	Bert Bruggemans	New services for the city.
City of Antwerp	City of Antwerp	Marijke De Roeck	Communication
Local police of Antwerp	Local Police	Tim Van der Schoot	Data, communication
Province of Antwerp	Province of Antwerp	Chris Brouwers	Open Data, GI Data
Traffic Agency	Agentschap Wegen en Verkeer	Hajo Beeckman	Transport
Agency for Mobility and Roadworks	MOW	Roeland Smits	Transport
<b>Academia</b>			
	University of Antwerp	Thierry Vanelslander	Transport/ Business
<b>Other</b>			
Developer	Webcomrades	Tom Claes	Application development
Access to a pool of developers from the Antwerp's Open Data hackaton			

Table 1: List of Antwerp's stakeholders

## 2.2 Birmingham (UK)

Stakeholder category	Organization	Name	Area of interest
<b>Transport Specific Organization</b>			
Public Car hire scheme	Car2go	TBC	Transport, traffic, Open Data

Stakeholder category	Organization	Name	Area of interest
Data Manager	Mott MacDonald	Paresh Shingadia	GI Data
Bus Operator	National Express	Martin Hancock	Transport, traffic, journey planning
Rail Operator	London Midlands	Gerard Burgess	Transport, journey planning
Airport Operator	Birmingham Airport	Michelle Thurgood	Transport, journey planning, traffic
Highway Maintenance	Amey	Zac Dixon	Transport, traffic, safety
Highway Maintenance	Amey	Marc Saunders	Transport, traffic, safety
Council Car Parks	Birmingham Council	TBC	Transport, Parking
Data provider	RTIG	TBC	Open/GI Data, Journey planning
Data provider	NeTEX	Nick Knowles (one of the UK point of contacts)	Open/GI Data, Journey planning
Data provider	Transport Direct	TBC	Open/GI Data, Journey planning
Data provider	NaPTAN	TBC	Open/GI Data, Journey planning
Private GI data owner	ESRI UK	TBC	Open/GI Data
Data provider	ELGIN	TBC	Open/GI Data, Journey planning, Traffic management
Data provider	Cyclestreets	Martin or Simon	Open/GI Data, Journey planning, Traffic management, safety
Data provider	JourneyWeb	TBC	Open/GI Data, Journey planning
<b>Small Businesses Networks</b>			
Small Business	SG Innovation	Steve George	Application Development, Ooen Data
Incubator	Bridging to the Future	Duncan Chamberlain	Innovation, Business Incubation
Chamber of Commerce	Birmingham Chamber of Commerce	TBC	Innovation, Business, Open Data
Business Network	Birmingham Business Breakfast Club	Ian O'Donnell	Innovation, Business, Entrepreneurship

Stakeholder category	Organization	Name	Area of interest
Business Network	Woman in Business Association	TBC	Innovation, Business, Entrepreneurship
Business Incubator, Innovation Hub	BizzInn	Robbie Mackenzie	Innovation, Business, Entrepreneurship
Entrepreneurship Network	Angels Den Entrepreneurs	Russell Copley	Innovation, Business, Entrepreneurship
Co-operative enterprise	Data Unlocked	Simon Whitehouse	GI, Open Data
<b>Community Organization</b>			
Community organisation	Bournville Village Trust	Shabnam Mughal	Transport
Community organisation	City Centre Neighbourhood Forum	Karen Cairns	Transport, mobility, traffic
Community organisation	Small Heath Leisure Centre	Mark Brown/Jenny Cooke	Transport, road safety, applications
<b>Public sector / Organization Department</b>			
Public Transport	Centro-ITA	Carl Beet	Transport
Public Transport	Centro-ITA	Jon Hayes	Transport
Emergency Services	West Midlands Police	TBC	Transport
Emergency Services	West Midlands Fire Service	TBC	Transport
Emergency Services	West Midlands Ambulance Service	TBC	Transport
Local Authority	BCC	John Blakemore	Transport
Local Authority	BCC	Anne Shaw	Transport
Local Authority	BCC	Paul O'Day	Transport
Local Authority	BCC	Kevin Hicks	Transport
Local Authority	BCC	Raj Macks	GI Data
Government Agency	Network Rail	Chris Skilton	Transport
Government Agency	Highways Agency	Mat Taylor	Transport
IT Provider	Service Birmingham	Stuart Lester	GI Data
<b>Academia</b>			

Stakeholder category	Organization	Name	Area of interest
Researcher	University of Birmingham	Dr John Gibney	Smart City, Innovation
Researcher	University of Birmingham	Dr Phil Jones	Smart City, GI Data, Urban Planning
Geographical Association	GA Birmingham KEGS Branch	Robert Lang	GI Data
Consultant Technologist	Birmingham City University	Pr Adrian Cole	European Innovation & Entrepreneurship
Researcher	Birmingham City University	Stuart Hutchinson	Data, Computer Science
Researcher	Aston University	John Richards	Data, Innovation, Business
<b>Other</b>			
Charity	Sustrans	Yvonne Gilligan	Transport, Traffic, Safety, Environment
Local Cycling Organisation	Birmingham University Bicycle Users Group (BUBUG)	Carole Sparke	Transport, GI Data, Safety
Social Enterprise	Community Transport	Emma Manley	Transport

Table 2: List of Birmingham's stakeholders

## 2.3 Issy-les-Moulineaux (France)

Stakeholder category	Organization	Name	Area of interest
<b>Transport Specific Organization</b>			
Parking	Parkeon	Yves-Marie Pondaven	Parking management and ticketing solutions
Transport experimentation	Zenbus/ JOUL	Olivier Deschaseaux	Data in real time on the local bus
Public transport	Société du Grand Paris	Jérôme Coutant	Creating public transport connections
Public transport	Autolib'	Tbc	Transport
Public transport	Velib'	Tbc	Transport
Public Transport	RATP	Tbc	Public transportation
<b>Small Businesses Networks</b>			

Stakeholder category	Organization	Name	Area of interest
Applications	Navidis	Philippe Perennez	Applications for smart cities
Applications	Axisteam	Dominique Deweuve	Applications
Maps	ESRI France	David Jonglez	Mapping softwares
Technologies	Niji	Christian Mari	Digital Technologies
Parking	PayByPhone	Philippe Lerouge	On-street and payment parking service provider
Parking	BePark	Laurent Michelet	Off-street parking service provider
<b>Community Organization</b>			
IT	Microsoft	Frédéric Romanczuk	Open data
New Technologies	Capdigital	Stéphane Delouche	Digital technologies
Cloud	OpenDataSoft	Tbc	Cloud
Maps	Open Street Map	Tbc	Free editable map of the world
Innovation	Enoll	Tbc	Innovation (Living Labs)
<b>Public Sector / Organization</b>			
City of Issy-les-Moulineaux	City of Issy-les-Moulineaux	Patrice Lecouvreur	Innovation
City of Issy-les-Moulineaux	Issy Media	Jean-François Coulon	Innovation and transport
Urban Community	Urban Community of Grand Paris Seine Ouest	Alexis Gastauer	Planning of the territory
Urban Community	Urban Community of Grand Paris Seine Ouest	Prune Bonnard	Geographic Information system
<b>Academia</b>			
IT	ESSCA (Digital Marketing Institute)	Paul Nathan (Tbc)	high-tech management formation
IT	Strate College Design	Dominiaue Sciamma (Tbc)	IT school
IT	ISEP	Chrisophe Chaboche (Tbc)	IT school
<b>Other</b>			
Technologies	Orange	Samuel Loyson	Connected car development

Stakeholder category	Organization	Name	Area of interest
Technologies	Orange	Valère Pelletier	Smart Cities
Analysis	BIPE	Marie-Laëtitia Des Roberts	Consulting and analysis
Analysis	Anthropolab	Anne-Gaël Bilhaut	Consulting and analysis
Real Estate company	Bouygues Immobilier	Mathieu Barbaud	Real Estate
IT	Steria	Nicolas Misiak	Digital technologies
IT	Steria	Thierry Fournel	Digital technologies
Citizen	Radio France	Carlos Rodriguez	Applications development
Citizen	Urban Expe	Nathalie Paquet	Smart Cities, GI data, applications

Table 3: List of Issy-les-Moulineaux' stakeholders

## 2.4 Liberec (Czech Republic)

Stakeholder category	Organization	Name	Area of interest
<b>Small Businesses Network</b>			
Flood protection company	VOP Dolní Bousov, spol.	Vladimír Mrkvička	flood protection
Flood protection company	VOP Dolní Bousov, spol.	Michal Školník	flood protection
<b>Community Organization</b>			
Association for Geoinformatics	Czech Association for Geoinformatics	Karel Janecka	Open Data
Association of high tech SMEs	Czech Centre for Science and Society	Josef Fryml	Environment, Sdi
Association of high tech SMEs	Czech Centre for Science and Society	Zbynek Krivanek	Sensors, Transport, Data transmission
<b>Public Sector / Organization</b>			
Region	Liberec Region Authority	Irena Košková	GIS, flood protection, application development

Stakeholder category	Organization	Name	Area of interest
Region	Liberec Region Authority	Jaroslav Svoboda	Flood protection
<b>Academia</b>			
Forest Management Institute	Forest Management Institute	Jan Bojko	Forestry, data
University	Technical University of Liberec	Tomas Kosek	Application development
University	Technical University of Liberec	Jaroslav Jakoubě	Application development
<b>Other</b>			
Project manager	Mecenas	Zuzana Boukalova	Water expert

**Table 4: List of Liberec's stakeholders**

The above tables are summarizing information collected on the various stakeholders and gathered in an Excel sheet that has been uploaded and shared on the MyMinds platform in order to be accessible and editable by the partners anytime (contact details such as phone numbers and email addresses of stakeholders are not part of this public deliverable in order to ensure privacy protection, however the consortium stores these personal information internally).

In addition to these pilot databases, the OTN project intends to recruit more stakeholders through social networks and Internet presence, networks of private companies and members of the Consortium. Promoting the OTN project during international events like TRA2014<sup>2</sup> (Transport Research Arena) in Paris and others transport ecosystems is also part of the strategy undertaken to involve the quantity and improve the quality of stakeholders (*see Annex 1*).

<sup>2</sup> The OTN project had an exhibition stand during the Transport Research Arena event in Paris (14<sup>th</sup>-17<sup>th</sup> April 2014), allowing to raise awareness about the project, to share views on innovations with the key stakeholders of the transport domain and to establish the basis for a network with international stakeholders.



## Conclusion

Stakeholders are a valued resource for the OTN project: from the creation and validation of the scenario to the promotion and exploitation of the solution. Stakeholders are an integral part of the project and the strategy to recruit, motivate and engage them must be applied in order for the project to gain credibility and visibility.

The stakeholder register cannot remain a simple static list as more and more stakeholders will be involved during the project's life through the design of the solution (WP2), the collection of data (WP4), the pilot deployment and validation (WP6), the innovation impact and evaluation (WP7), the dissemination and commercialization (WP8). The register stakeholder must be in constant evolution and therefore easily editable and accessible to all.

The objective is to create a living online register in which anyone interested in contributing to the OTN project will be able to register. This register should be linked to the OTN website as a common entry point for anyone interested in the project.

## Annex 1

Stakeholder category	Organization	Name	Area of interest
Transport	3M Company	Pascal Lerideau	Traffic safety and security
Transport	3M Company	Rik Nuyttens	Transport safety & security
Transport users	Association des Usagers des Transports	Jean Macheras	Transport users
Urban Mobility	CODATU (Coopération pour le Développement et l'Amélioration des Transports Urbains)	Corentin Lemaître	Urban mobility
Roads	Nast Consulting	Daniel Elias	Roads
Applications	OPP BTP Urban Wave	Patrick Goulvestre	Mobile services
Urban Mobility	Dolce Hotels and Resorts (Chantilly)	Jérôme Viaud	Urban Mobility
Finance	MSH Brokerage	Alexandrine Massé	Finance
Urban Mobility and technologies	Pole Véhicule du Futur	Léonard Gay	Smart mobility
Urban Mobility	ATU (Association Pentru Tranzitia Urbana)	Octavia Stepan	Urbanism
Network of cities	Eurocities	Yannick Bousse	Network of cities
Architecture	Architecture Action	Alain Guiheux	Architecture
Technologies	Lindholmen Science Park	Jerker Sjögren	Science
New Technologies	Institut National de Sciences Appliquées de Rouen	Mhamed Itmi	Autonomous systems in cars
Cities	Universita di Pisa	Elvezia M. Cepolina	City Engineering
Research on Transport	University of Pisa	Alessandro Farina	City Engineering
Engineering	INESCTEC Porto	Jorge Pinho de Sousa	Manufacturing Systems Engineering
Transport	Sapienza Universita di Roma	Dr. Adriano Alessandrini	Transport & Logistics
Urban transport	UMR Espace, Université d'Avignon	Didier Josselin	Urban Transports
Architecture	LIAT (Laboratoire Infrastructure Architecture Territoire) / ENSA Paris-Malaquais	Dominique Rouillard	Architecture
Transport	Szechenyi University	Emese Mako	Transport & Logistics

Stakeholder category	Organization	Name	Area of interest
Technologies	IFSTTAR	Mouloud Haddak	Science and Technologies in Transport
Research on Transport	University of Florence	Francesca La Torre	City Engineering

Table 5: List of (Transport Research Arena) TRA2014's stakeholders