D 5.3.3 – Assessment and evaluation report

Activity 5.3 – Assessment and evaluation

May 2022 – Final version

Partner: **PP4 - University of Trieste**
Authors: S. Carciotti, L. Castelli, B. Chiarelli, A. Gasparin, E. M. Bertolini
Email: lorenzo.castelli@dia.units.it

Project Acronym	E-CHAIN
Project ID Number	10048282
Project Title	Enhanced Connectivity and Harmonization of data for the Adriatic Intermodal Network
Priority Axis	4 - Maritime Transport
Specific objective	4.1 - Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the programme area
Work Package Number	5
Work Package Title	Services and Transport Vehicle Integration
Activity Number	5.3
Activity Title	Assessment and evaluation
Partner in Charge	PP4 – University of Trieste
Partners involved	LP - Municipality of Ancona PP1 - Amatori Interestate SRL PP2 - Brusutti S.R.L. PP3 - G.M.T. S.P.A. PP4 - University of Trieste PP5 - University of Rijeka, Faculty of Maritime Studies Rijeka PP6 – Prosoft d.o.o. PP7 - Jadrolinija PP8 - City of Split PP9 - Rathmann d.o.o.
Status	Final
Distribution	Public

VERSION CONTROL

Work Package:	5. Services and Transport Vehicle Integration
Work Package Leader:	University of Trieste
Activity:	Activity 5.3 – Assessment and evaluation
Deliverable:	5.3.3 – Assessment and evaluation report

Version:	Final
Type:	Report
Availability:	Public
Responsible Partner:	PP4 University of Trieste
Authors of the document:	S. Carciotti, L. Castelli, B. Chiarelli, A. Gasparin, E. M. Bertolini
Date:	24/05/2022

TABLE OF CONTENTS

LIST OF FIGURES

ACRONYMS / ABBREVIATIONS

ACRONYM	DEFINITION
PP	Project partners
PT	Project Team
TC	Technical task coordinator
WP	Work package
IT	Information Technologies

1. INTRODUCTION

This deliverable addresses two specific actions.

The first, which concerns the survey analysis, is aimed at understanding the level of interest and acceptance of E-chain services by target groups as end users of the platform. The second, which concerns the training activities, is about the formative session that aims to spread knowledge among the stakeholders also by promoting a network of contacts.

For both activities, ICT played an important role in facilitating the achievement of results. As for the survey, having it delivered through a Google form allowed for quick and systematic analysis of the responses. Dispensing paper questionnaires would have been much more time-consuming, economically, and environmentally. As for the training session, video production allowed for outputs that could be accessed anywhere and reusable in the future. If a classic in-person session had been held, without recordings, the materials would not be reusable.

2. SURVEY RESULTS

This chapter is dedicated to return the results emerged from the survey which has been described in deliverable 5.3.2. The survey, which was made available both in Italian and Croatian language from December 20th to 30th collecting 53 responses, has been reopened from January 1st to February 20th and from May 1st to May 10th to collect more responses: compared to the results recorded on December 30th, in fact, 201 more responses has been collected, thus reaching a total of 254 responses. It was considered useful to analyse a lower number of responses, since 48 people declared that they had never travelled between Italy and Croatia. The total number of responses that have been analysed is therefore 206, specifically 71 by Italians and 135 by Croatians. A presentation of the results follows, respecting the division by sections.

Section 7, which collected general information, is anticipated to immediately present a comprehensive overview with respect to the age, gender, and employment profile of respondents.

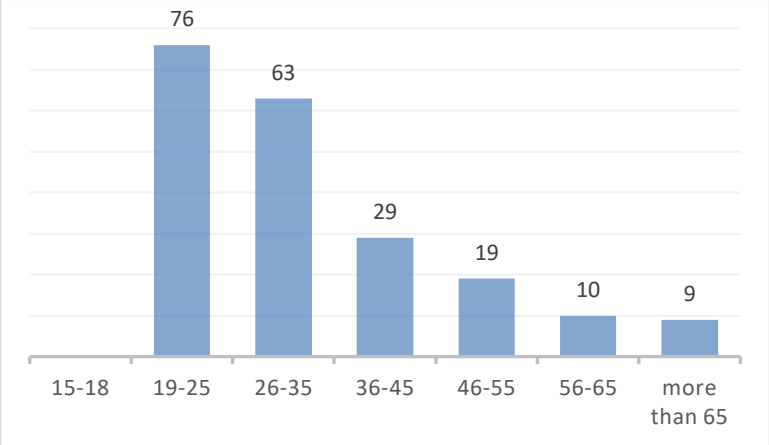
2.1 PRESENTATION OF THE SURVEY AND THE PROJECT

All respondents authorized the treatment of data.

2.2 COLLECTION OF GENERAL INFO

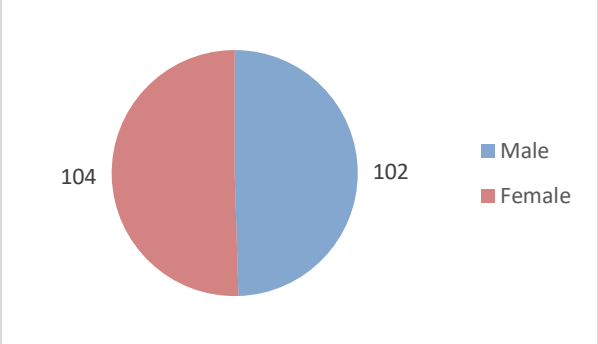
34) Age

Most respondents are in the 19-25 age group (76 people). This is followed by respondents between 26 and 35 years old (63), then respondents between 36 and 45 years old (29), those between 46 and 55 years old (19), those over 65 years old (10), and finally those between 56 and 65 years old (9).



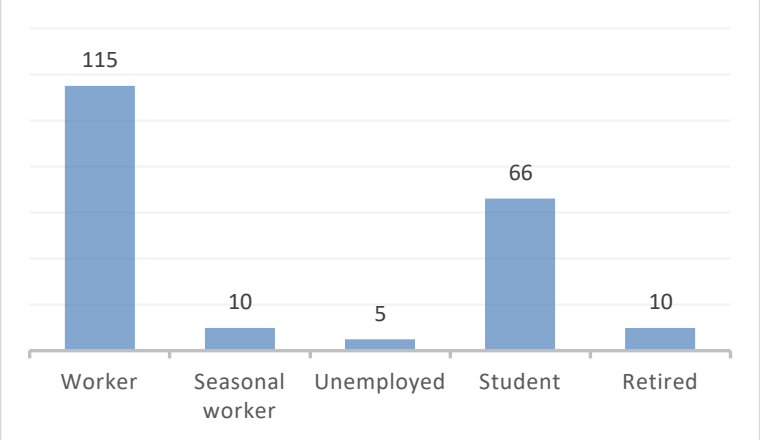
35) Gender

Respondents are almost equally distributed in terms of gender, with a slight majority of females (104) and 102 males.



36) Working status

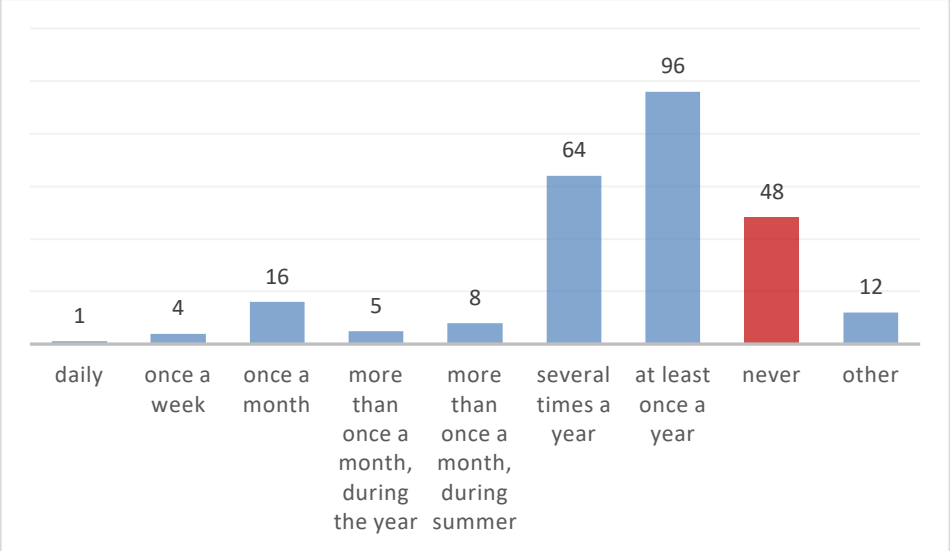
The two categories most covered are workers (115) and students (66), followed by seasonal workers (10), retirees (10), and the unemployed (5).



2.3 TRAVEL BETWEEN ITALY AND CROATIA AND PROFILING BY TYPE OF TRAVELLER

1) How often do you travel between Italy and Croatia?

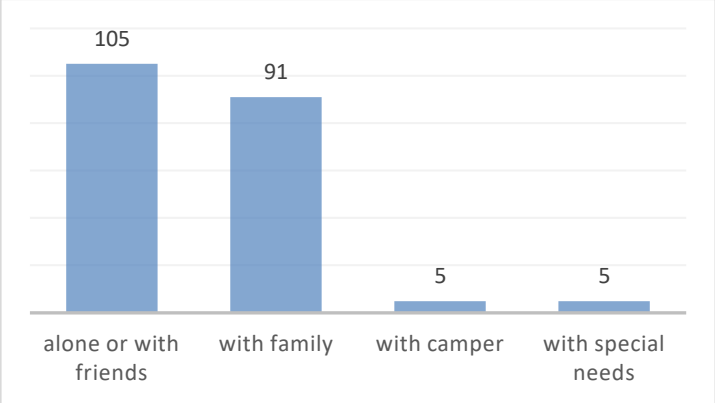
The question has been answered by 254 people. Of these, as already specified, 48 said they had never travelled between Italy and Croatia: the significant responses are therefore 206. Of these, the three that received the most feedback were: at least once a year (96 responses), several times a year (64 responses), once a month (16 responses).



2.4 TRAVEL EXPERIENCES BY TYPE OF TRAVELLER

2) In which of the following categories do you mostly recognize yourself when moving between Italy and Croatia?

With respect to the categories into which respondents can be identified, there is a clear majority of people traveling alone or with friends (105), followed by people traveling with families (91), people with special needs (5), and people traveling with campers (5).

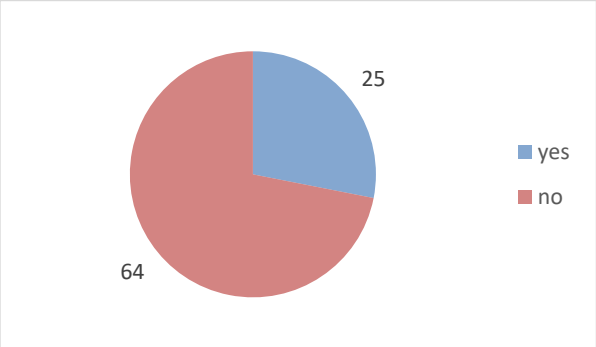


2.4.1 User traveling with family

91 respondents identify themselves in this category.

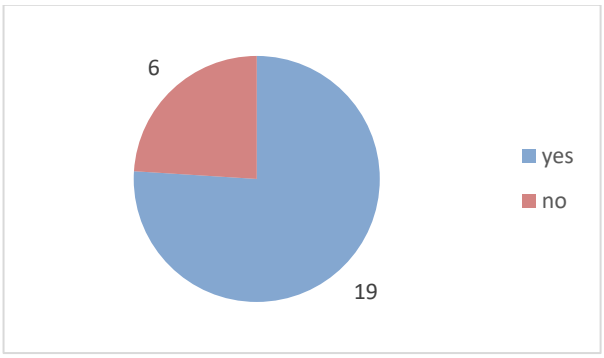
Do you have children under the age of 12?

The question has been answered by 91 people. Of these, 25 stated that they had children under 12 years.



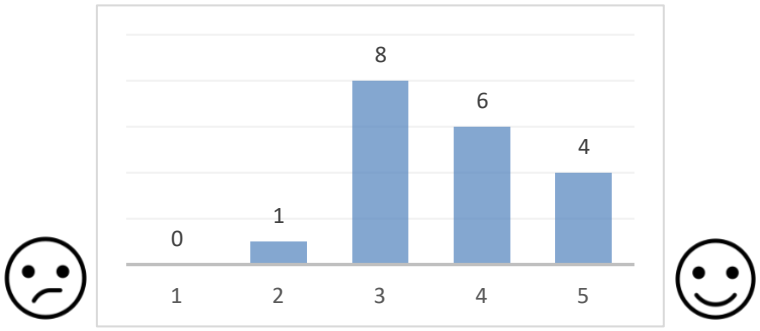
Have you ever faced a ferry trip with your children? (Even in places other than Italy and Croatia)

Of the 25 respondents, 19 report having faced at least one ferry trip with their children.



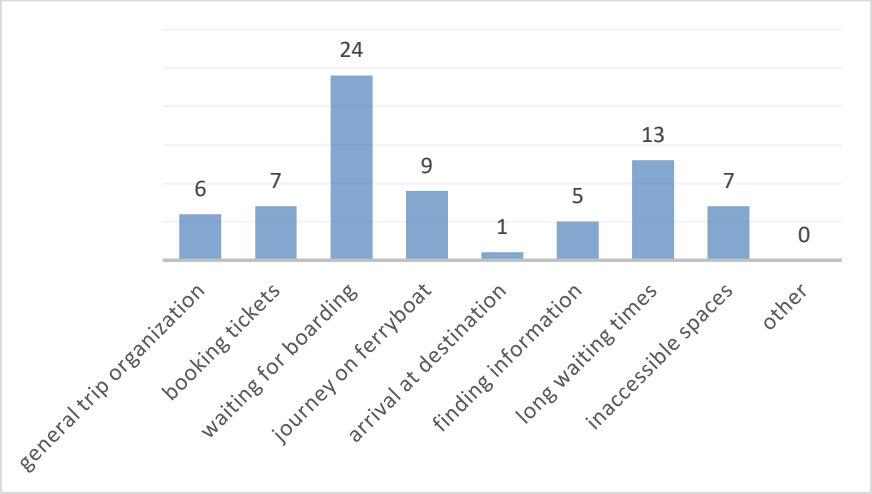
If yes: referring to the last trip you took by ferry, how positive was the experience?

To answer this question, participants were asked to rate on a Likert scale, from 1 (not at all) to 5 (very much). Most respondents expressed that their experience was not very positive (8), some have found it positive (6), 4 have found it very positive and one person claims to have found it very little positive.



If yes: could you indicate, from the following, the three most critical aspects of the experience? ***Respondents were asked to express more than one answer.***

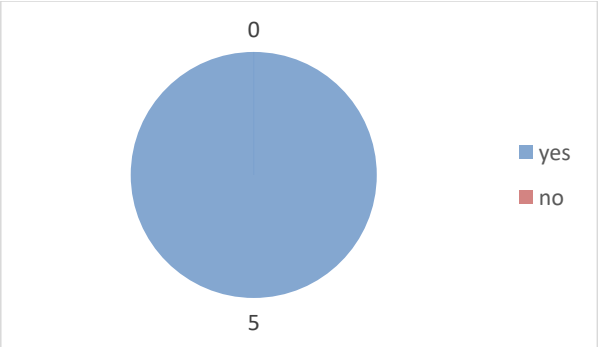
The three aspects that have been reported as most critical are: waiting for boarding (24); long waiting times (13); journey on ferryboat (9).



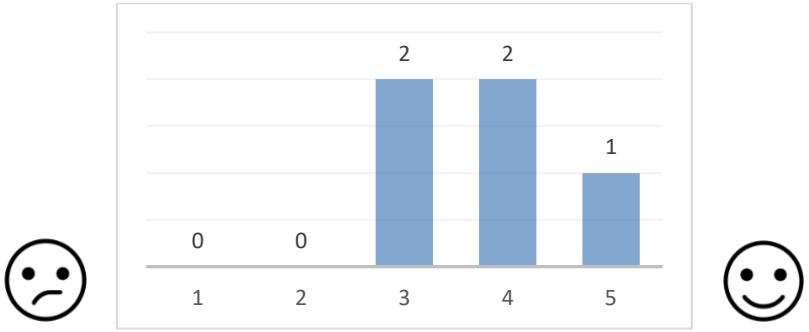
2.4.2 User traveling with camper

5 respondents identify themselves in this category.

Have you ever faced a ferry trip with your camper? (Even in places other than Italy and Croatia)



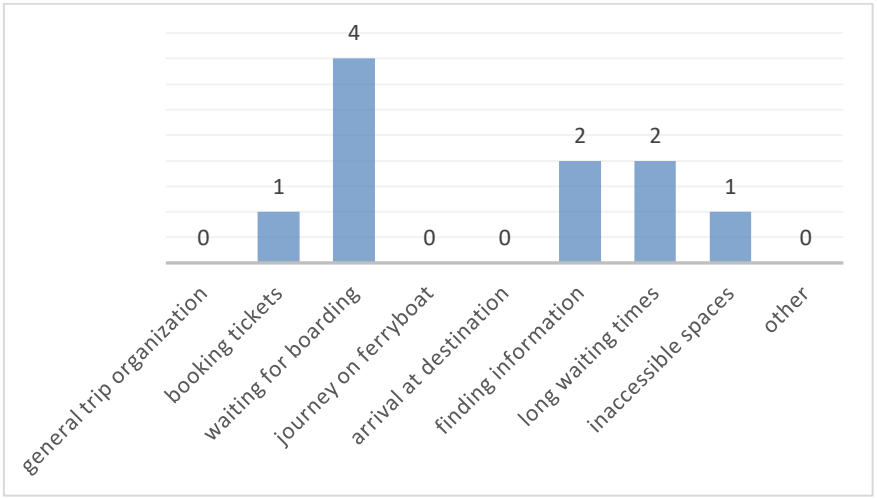
If yes: Referring to the last trip you took by ferry, how positive was the experience?



If yes: could you indicate, from the following, the three most critical aspects of the experience? It is possible to choose more than one answer.

Respondents were asked to express more than one answer.

The three aspects that have been reported as most critical are: waiting for boarding (4); long waiting times (2); finding information (9).

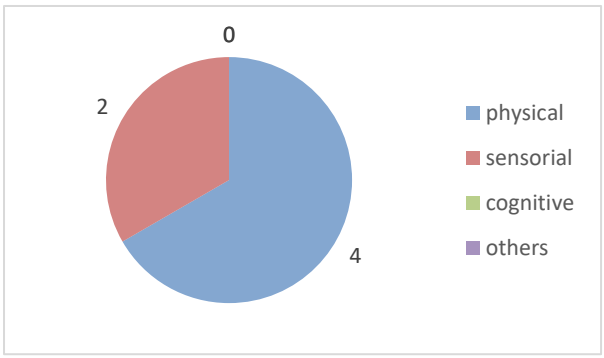


2.4.3 User who travels as a helper of a person with a disability, or who has a disability himself/herself

6 respondents identify themselves in this category.

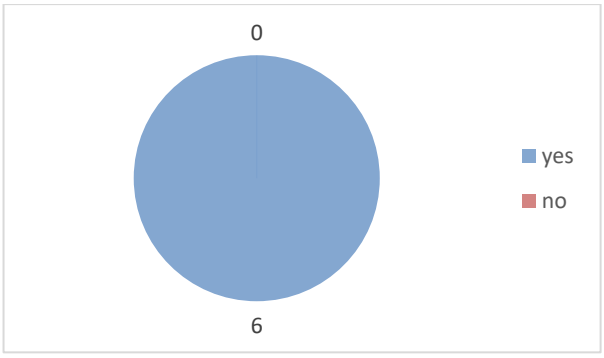
Could you please specify the type of disability?

The question has been answered by 6 people. Of these, 4 stated that they have a physical disability, and 2 stated that they have sensorial disability.



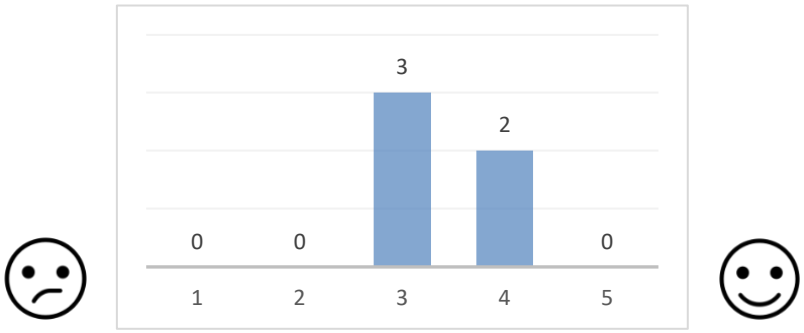
Have you ever faced a ferry trip? (Even in places other than Italy and Croatia)

All respondents claim to have travelled at least once by ferry.



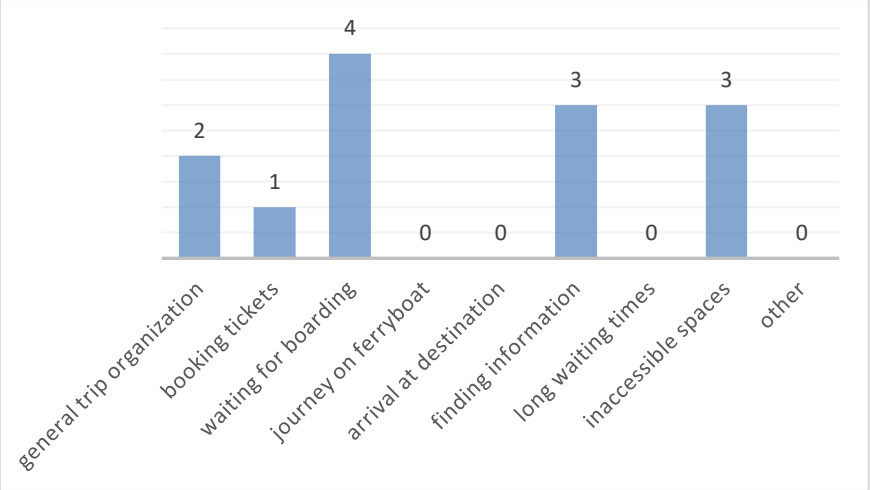
If yes: Referring to the last trip you took by ferry, how positive was the experience?

To answer this question, participants were asked to rate on a Likert scale, from 1 (not at all) to 5 (very much). Most respondents expressed that their experience was not very positive (3), some have found it positive (2). One person did not answer.



If yes: could you indicate, from the following, the three most critical aspects of the experience? It is possible to choose more than one answer. ***Respondents were asked to express more than one answer.***

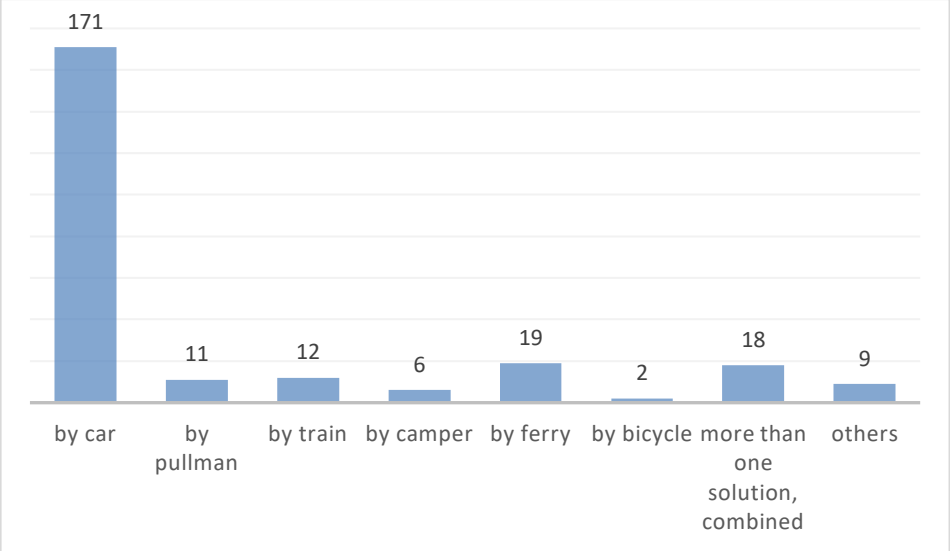
The three aspects that have been reported as most critical are: waiting for boarding (4); finding information (3); inaccessible spaces (3).



2.5 TRAVEL SUSTAINABILITY CHOICES

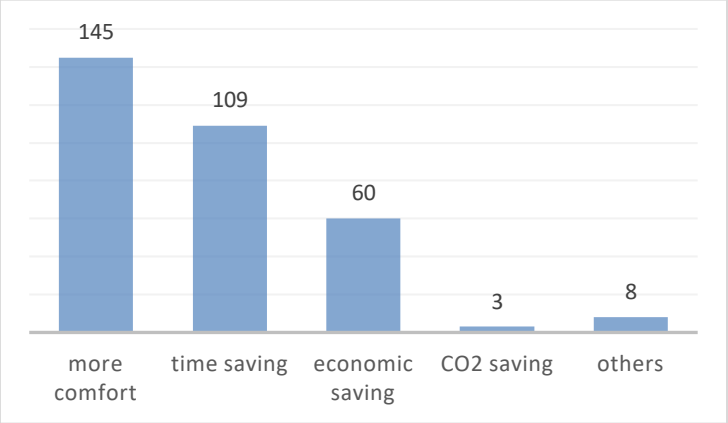
3) How do you primarily travel? ***Respondents were asked to express more than one answer.***

The absolute most used vehicle is the car, with 171 preferences. The following responses identify then the ferry (19), and more than one combined solution (18).



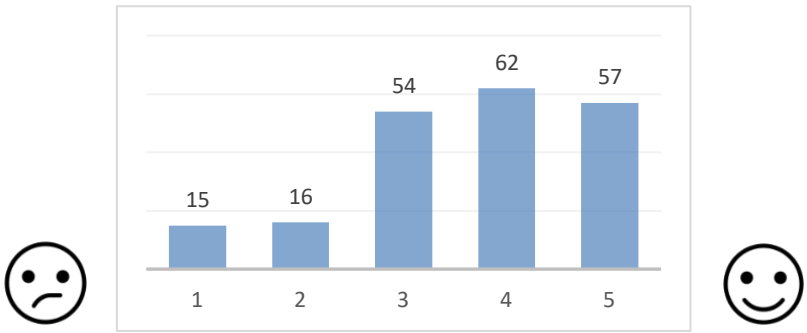
4) Which of the following most influences the choice of vehicle(s)? ***Respondents were asked to express more than one answer.***

What most drives people to choose one vehicle over another are, in order: more comfort (145), time saving (109), economic saving (60). Only 3 people consider CO2 savings relevant.



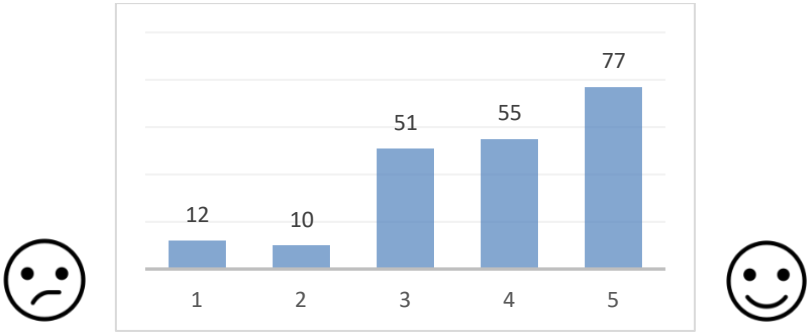
5) Would you be open to change your travel habits between Italy and Croatia in exchange for greater comfort?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they would be very willing to change their travel habits for greater comfort (62), 57 people would be extremely willing, 54 people would be fairly willing. A small number of people would be very little willing to change vehicles (15), 16 people would not be willing to do so.



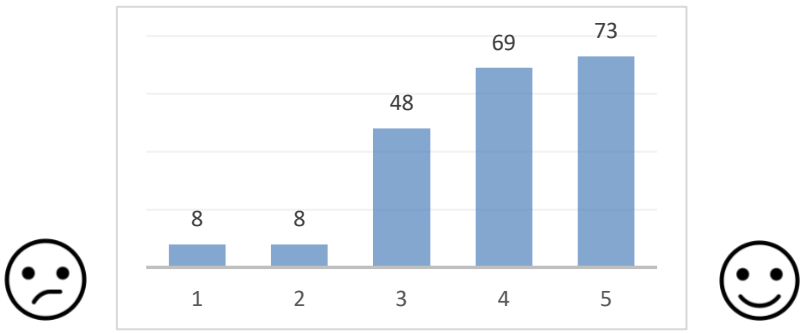
6) Would you be open to change your travel habits between Italy and Croatia in exchange for greater time saving?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they would be extremely open to change their travel habits for greater time saving (77), 55 people would be very willing to do it, 51 people would be fairly willing. A small number of people would be very little willing to change vehicles (10), 12 people would not be willing to do so.



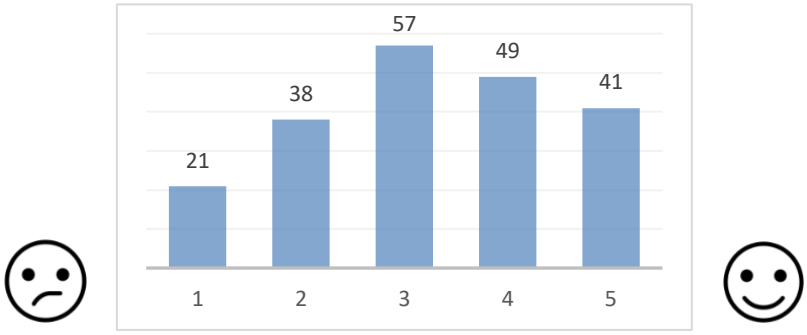
7) Would you be open to change your travel habits between Italy and Croatia in exchange for greater economic saving?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they would be extremely open to change their travel habits for greater economic saving (73), 69 people would be very willing to do it, 48 people would be fairly willing. A small number of people would be very little willing to change vehicles (8), 8 people would not be willing to do so.



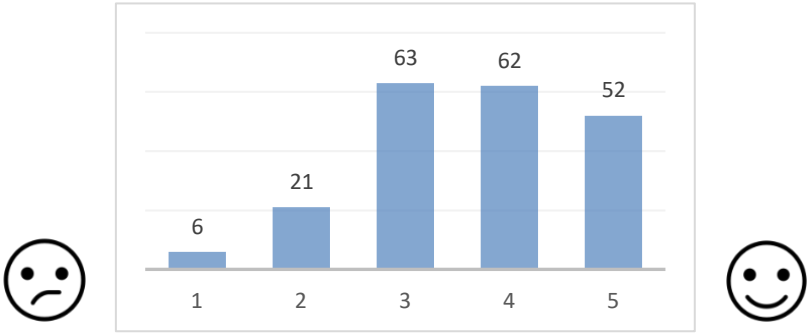
8) Would you be open to change your travel habits between Italy and Croatia in exchange for greater CO2 saving?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they would be fairly open to change their travel habits for greater CO2 saving (57), 49 people would be very willing to do it, 41 people would be extremely willing. 38 people would be very little willing to change vehicles, 21 people would not be willing to do so.



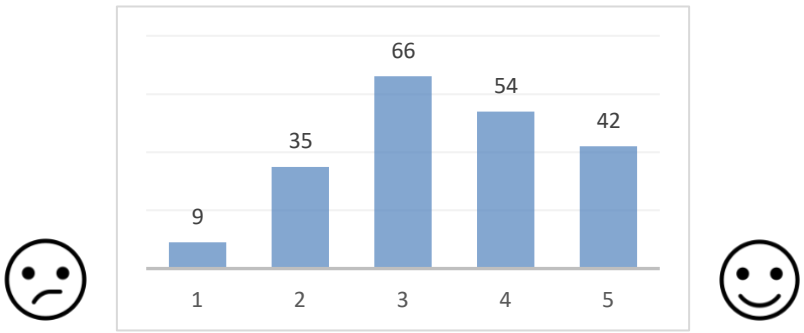
9) "I care about the environment, and I expect the solutions I choose will follow sustainability criteria". Please rate the following statement.

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they fairly agree with the statement (63), 62 respondents highly agreed with the statement, 52 people strongly agreed. A small number of people do not agree at all (6), 21 people agree little.



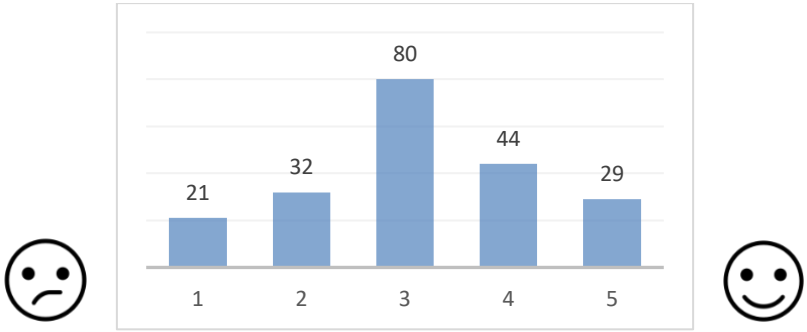
10) "My priorities are comfort and value for money, ahead of services and practices considered "green" ". Please rate the following statement.

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they fairly agree with the statement (66), 54 respondents highly agreed with the statement, 42 people strongly agreed. A small number of people do not agree at all (9), 35 people agree little.



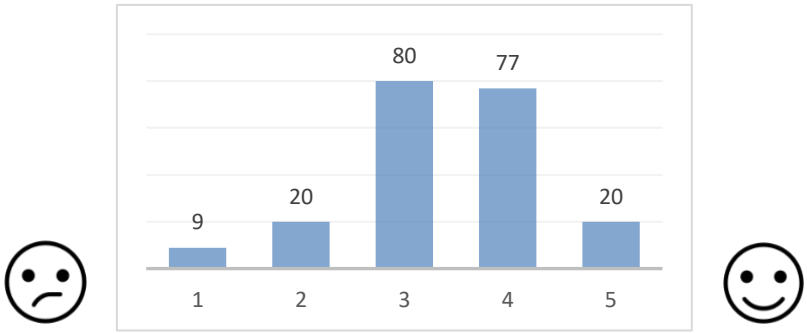
11) "I would be open to paying more for less polluting and more environmentally friendly modes of transportation". Please rate the following statement.

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they fairly agree with the statement (80), 44 respondents highly agreed with the statement, 29 people strongly agreed. A small number of people do not agree at all (21), 32 people agree little.



12) "I would be open to choose one product/service over others if I was given information about the sustainable management criteria of the products/services I choose". Please rate the following statement.

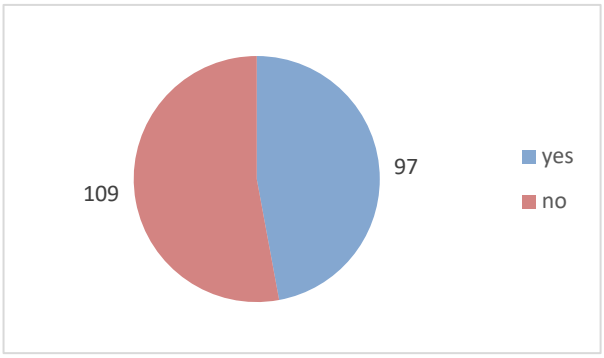
To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they fairly agree with the statement (80), 77 respondents highly agreed with the statement, 20 people strongly agreed. A small number of people do not agree at all (9), 20 people agree little.



2.6 DATA COLLECTION AND RELEASE

13) Do you use apps or websites to plan and track your travel between Italy and Croatia?

The majority of respondents say they do not use apps (109), but the number who do use them differs only slightly (97).



14) If yes, could you name it / them?

The question has been answered by 63 people. The answers are listed below:

Google Maps

Amatori.com

Internet (generic web searching)

Michelin online

Waze

Autovie

Tripadvisor

HAK

Flixbus

iDentifi

Jadrolinja

Sygic Travel Maps Offline & Trip Planner

Airbnb

Consolato croato

Promet App

Satellitar

Gps

Instagram

HereWeGo

Ryainair

Mapy.cz

ReOpen EU

Trenitalia

Maps.me

Meteo App

Rome2Rio

15) What are the most relevant features of these apps and/or websites?

Google Maps: opportunity to monitor traffic in real time; viability; traffic conditions, routes; satellite view, photos; accuracy of geolocation, reliability of information; route planning; indication of time, connections between different means with their schedules, traffic; see the time line at the border; accuracy, detailed review; traffic density, choice of road; display of the most popular routes; display of tolls; calculating mileage and choosing the shortest route; road disturbance prediction, optimal travel route selection; simplicity, accessibility, accuracy; speed, correct information, ease of use; reliability and

breadth of content; habit of use; time, location, costs; navigation, restaurants, places; timeliness; finding a path, avoiding crowds; navigation and congestion detection.

Amatori.com: schedules and rates

Internet (generic web searching): speed

Michelin online: usability; possibility to compare different travel solutions; calculating fuel and tolls; timeliness

Waze: real-time monitoring of traffic situation, communication with other app users

Autovie: precision

Tripadvisor: easier to find available accommodations, places of interest and restaurants

HAK: traffic; monitoring the traffic flow at the borders; situation at border crossings; navigation and road conditions / cameras

iDentifi: support for recognizing objects, reading texts

Sygic Travel Maps Offline & Trip Planner: possibility to plan, see maps, read tourist guides.

Airbnb: easier to find available accommodations, places of interest and restaurants

Promet App: traffic control at border customs, webcams

Instagram: quick reference

HereWeGo: simplicity and precision

Ryainair: a lot of data and infos

Mapy.cz: precise location

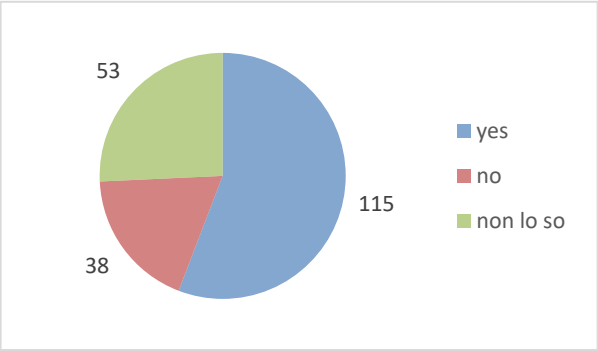
Trenitalia: precision

Maps.me: availability of maps

Rome2Rio: travel planning and monitoring

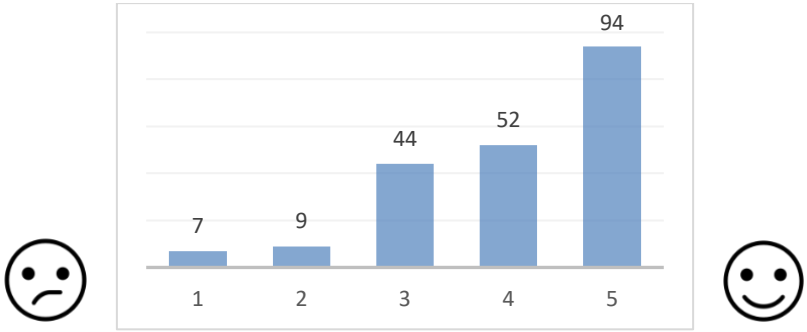
16) Would you be interested in receiving updated and personalized information on your smartphone before, during and after your journey? For example, regarding your position in case of active geolocation; or the presence of places or events responding to your particular preferences.

Most respondents say they are interested in receiving updated and personalized info (115); 38 people say they are not, 53 respondents don't know.



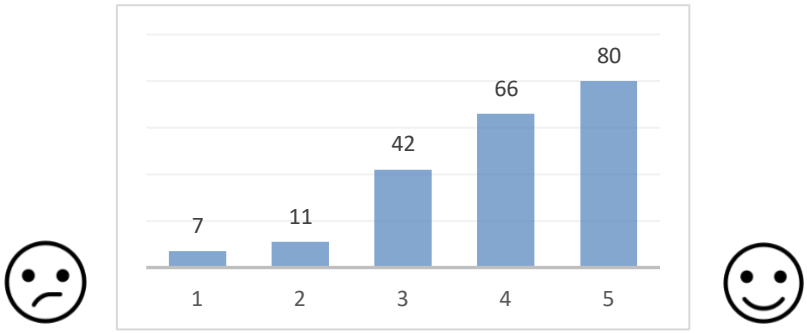
17) Would you be interested in receiving real-time traffic information?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they are strongly interested (94), 52 people said they are highly interested, 44 respondents are fairly interested. A small number of people said they are not so interested (9), 7 are completely uninterested.



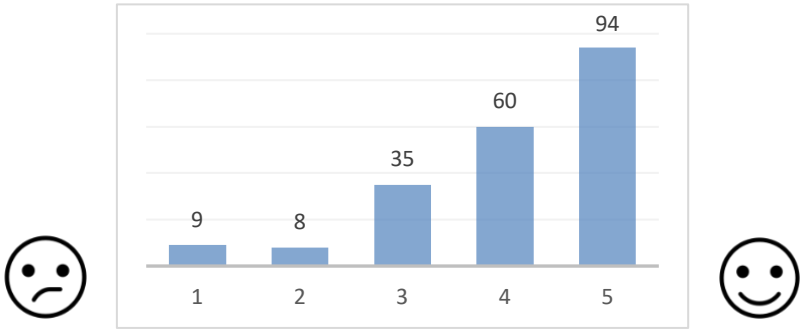
18) Would you be interested in receiving information about cultural offerings and events in and around the destination?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they are strongly interested (80), 66 people said they are highly interested, 42 respondents are fairly interested. A small number of people said they are not so interested (11), 7 are completely uninterested.



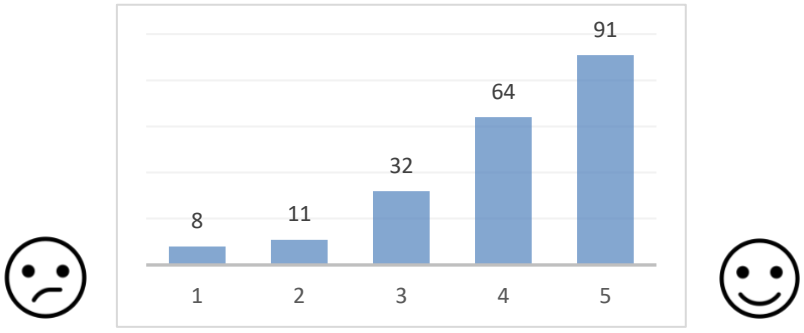
19) Would you be interested in receiving information about food and wine proposals in and around the destination?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they are strongly interested (94), 60 people said they are highly interested, 35 respondents are fairly interested. A small number of people said they are not so interested (8), 9 are completely uninterested.



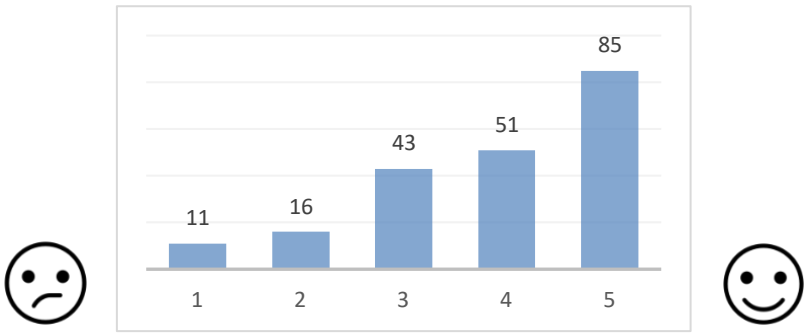
20) Would you be interested in receiving information about the weather in and around your destination?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they are strongly interested (91), 64 people said they are highly interested, 32 respondents are fairly interested. A small number of people said they are not so interested (11), 8 are completely uninterested.



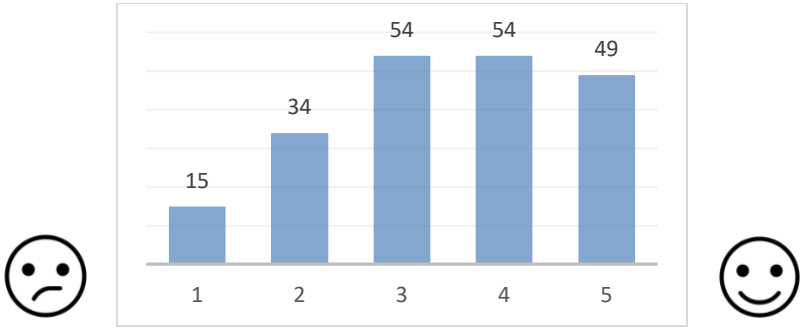
21) Would you be interested in receiving information on the availability and location of dedicated parking spaces (e.g., for recharging electric cars, for campers, for families, for people with disabilities, bicycle parking spaces...)?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they are strongly interested (85), 51 people said they are highly interested, 43 respondents are fairly interested. A small number of people said they are not so interested (16), 11 are completely uninterested.



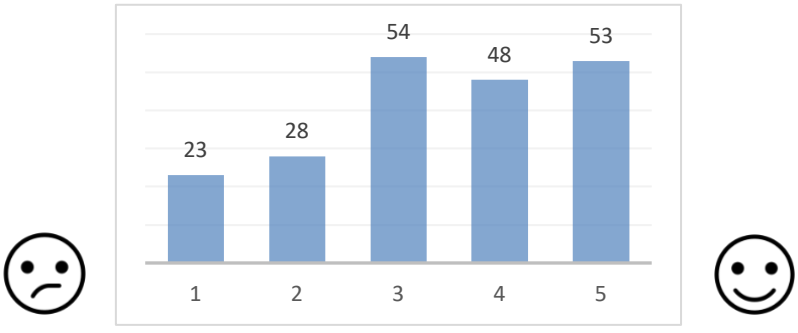
22) Would you be interested in receiving information about the availability and location of bike sharing and other rentable equipment?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Differing from the trend recorded in the responses to previous questions, here most people are quite interested (54), and the same number of respondents say they are very interested (54). 49 people are strongly interested, 34 respondents said they are not so interested, 15 are completely uninterested.



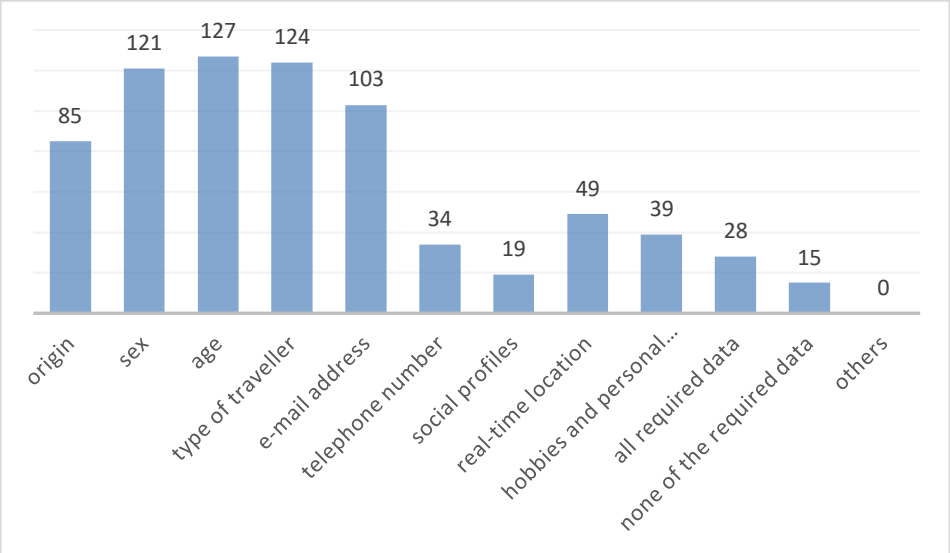
23) Would you be interested in receiving information regarding the accessibility and usability of spaces and services (e.g., presence of equipment to overcome architectural barriers; presence of baby-friendly solutions)?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most people are quite interested (54), and almost the same number of respondents say they are strongly interested (53). 48 people are very interested, 28 respondents said they are not so interested, 23 are completely uninterested.



24) What personal data would you be willing to provide to receive personalized service based on your needs and preferences? ***Respondents were asked to express more than one answer.***

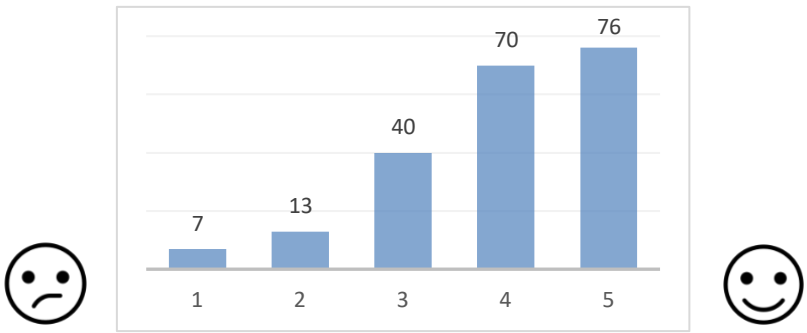
The data that people are most willing to give up are age (127), type of traveller (124) and sex (121). Only 19 respondents are willing to give up their social profile, 34 their telephone number, and 39 their information about hobbies and personal preferences. 15 respondents state that they will not give up any data, 28 respondents are willing to provide all the data requested.



2.7 POSITIVE EFFECTS ON THE TERRITORY IN CASE OF A MORE OPEN SHARING OF DATA

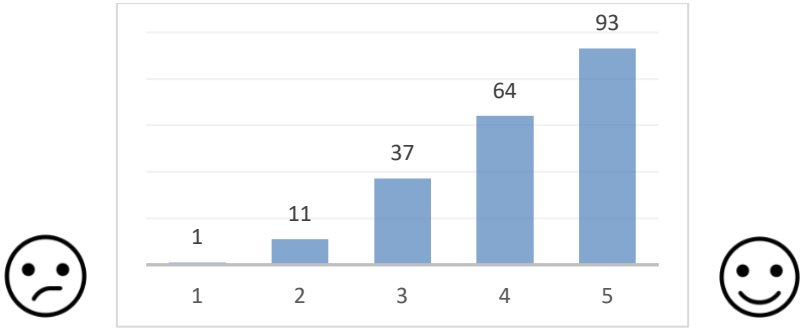
25) Do you think a territory could grow in attractiveness and efficiency by being able to provide its citizens with real-time traffic-related data?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they extremely agree with the sentence (76), 70 people agree very much, 40 people fairly agree. A small number of people don't agree with the sentence (13), 7 people totally disagree.



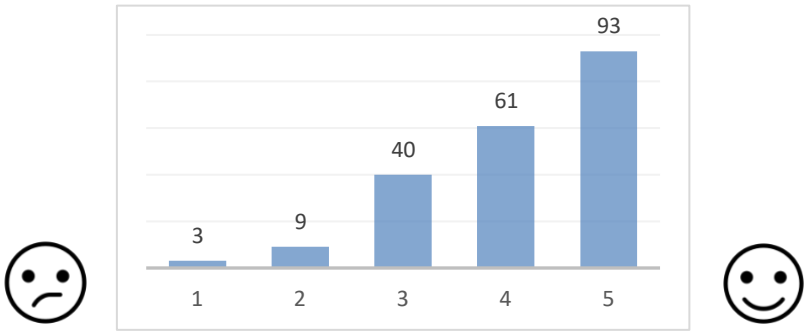
26) Do you think a territory could grow in attractiveness and efficiency, being able to provide its citizens with updated data regarding cultural proposals and events?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they extremely agree with the sentence (93), 64 people agree very much, 37 people fairly agree. A small number of people don't agree with the sentence (11), only 1 person totally disagree.



27) Do you think a territory could grow in attractiveness and efficiency, being able to provide its citizens with updated data about Eno gastronomical proposals?

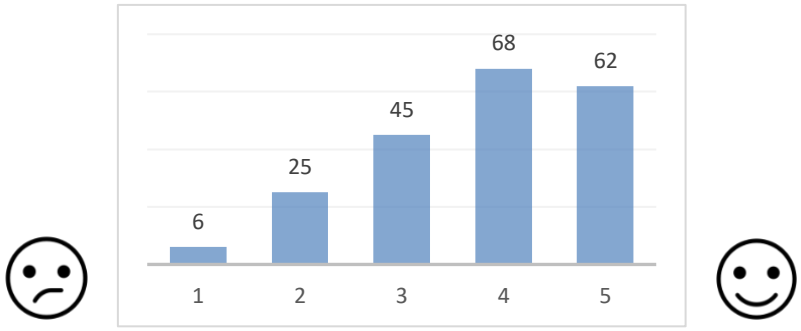
To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they extremely agree with the sentence (93), 61 people agree very much, 40 people fairly agree. A small number of people don't agree with the sentence (9), 3 people totally disagree.



28) Do you think a territory could grow in attractiveness and efficiency, being able to provide its citizens with updated data about the weather?

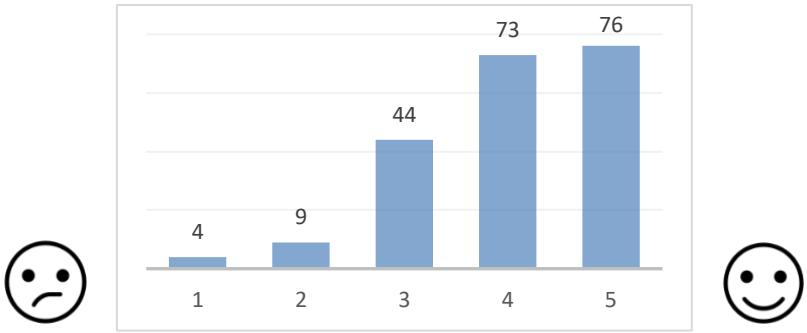
To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they agree very much with the sentence (68), 62 people

strongly agree, 45 people fairly agree. A small number of people don't agree with the sentence (25), 6 people totally disagree.



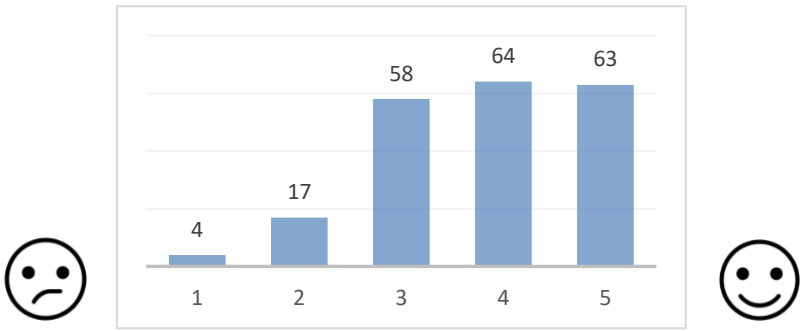
29) Do you think a territory could grow in attractiveness and efficiency, being able to provide its citizens with information regarding the availability and location of dedicated parking (e.g., for recharging electric cars, for campers, for families, for people with disabilities, bicycle parking ...)?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they extremely agree with the sentence (76), 73 people agree very much, 44 people fairly agree. A small number of people don't agree with the sentence (9), 4 people totally disagree.



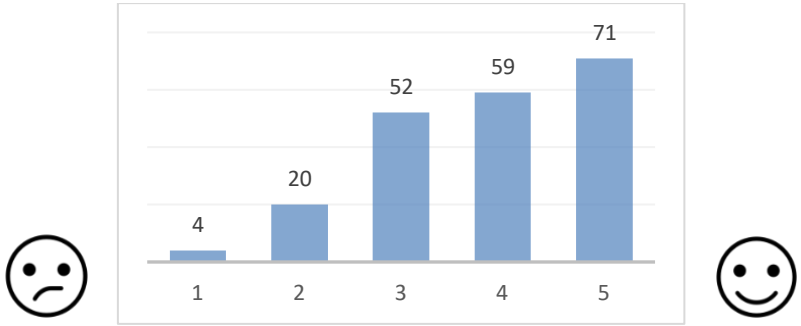
30) Do you think that a territory could grow in attractiveness and efficiency, being able to provide its citizens with information regarding the availability and location of bike sharing and other rentable equipment?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they agree very much with the sentence (64), 63 people strongly agree, 58 people fairly agree. A small number of people don't agree with the sentence (17), 4 people totally disagree.



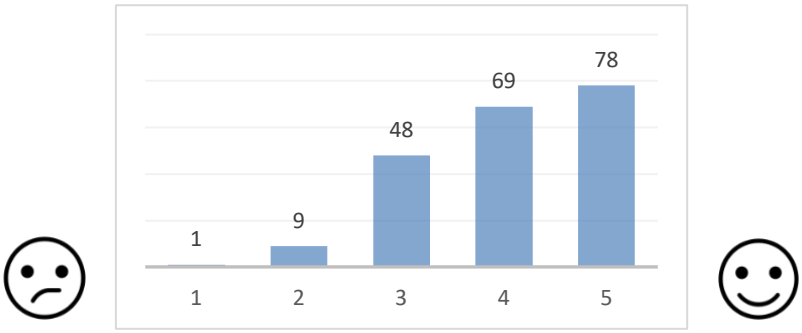
31) Do you think that an area could grow in attractiveness and efficiency, being able to provide its citizens with information regarding the accessibility and usability of spaces and services (e.g., presence of equipment to overcome architectural barriers; presence of baby-friendly solutions)?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they extremely agree with the sentence (71), 59 people agree very much, 52 people fairly agree. A small number of people don't agree with the sentence (20), 4 people totally disagree.



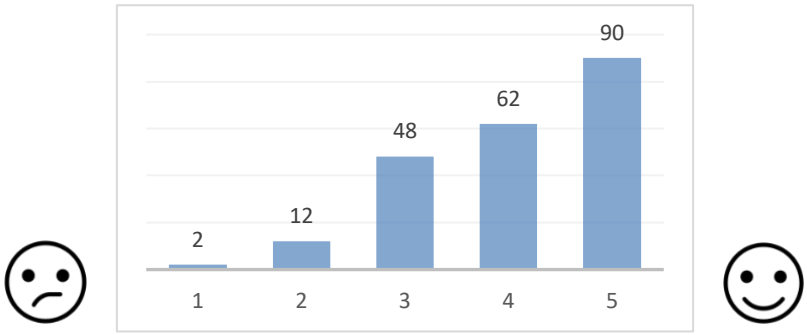
32) Do you think that the use of an online platform (e.g., TripAdvisor) that coordinates and provides different information (on events, culture, transport, stores, offers, etc.) could improve the use of services in a territory?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they extremely agree with the sentence (78), 69 people agree very much, 48 people fairly agree. A small number of people don't agree with the sentence (9), only 1 person totally disagree.



33) Do you think it is useful that the user can provide information to the platform (such as sending reports or proposals, leaving comments, etc.)?

To answer this question, respondents were asked to rate on a Likert scale from 1 (not at all) to 5 (very much). Most respondents expressed that they extremely agree with the sentence (90), 62 people agree very much, 48 people fairly agree. A small number of people don't agree with the sentence (12), 2 people totally disagree.



3. TRAINING SESSION ACTIVITY: second training session

As described in Deliverable 5.1.1, the E-Chain training activity aims to spread knowledge among the stakeholders by promoting a network of contacts including academy, industry, leading experts and the project partners. In order to disseminate the E-Chain project to different stakeholders, the training session activity is relevant. It is divided in two parts: informative training session (described in the chapter 4 of Deliverable 5.1.1) and formative training session. The informative training session is dedicated to training and raising awareness to the main issues of E-Chain, from the potentiality of the project to the E-Chain platform concept, whereas the formative training session is focused on the E-Chain platform functionalities. The platform provides different services based on type of users (B2B, B2C, PA). Moreover, as for the informative training session, also for the formative session, the design follows the principles of Adult Learning Theory[1] using a method which utilizes an inverted pyramid scheme, starting from broad and arriving to specific (Learning Outcome, Learning Objective, Assessment, and Teaching Approach).

3.1 MODALITY OF THE SESSION: TIMING AND IDENTIFICATION OF THE TOPICS

The formative training session took place at the Savoia Hotel in Trieste and it had a duration of one afternoon during witch two technical assistants of the Ancona Municipality (lead partner of the E-Chain project) presented the E-Chain platform functionality. A crash course is the results of the working session. This modality was selected as the most appropriate to explain the E-Chain platform to the stakeholders for two main reasons. Firstly, the crash course has the potentiality to thoroughly and simply explain a subject in a very short period of time (20 min). Secondly, the crash course is online and

[1] Knowles, M. S. (1950) Informal Adult Education, New York: Association Press. Guide for educators based on the writer's experience as a programme organizer in the YMCA.

open source. In this way it is possible to promote the E-Chain platform functionality to a broad spectrum of future stakeholders.

The E-Chain crash course (formative training session) is divided in two parts. The first one describes the E-Chain platform functionality, whereas, the second part, is designed to deepening the potential and functionality of the E-Chain platform, presented from the point of view of the B2B, B2C and B2PA.

3.2 CONTENT OF THE FORMATIVE TRAINING SESSION

In the first part of the crash course Marco Cocciarini, technical assistant of the Ancona Municipality presented the framework of the E-Chain project and the key facts of the E-Chain platform divided in before, during and after the trip. The main objective of the project is to improve connectivity and data harmonisation for the intermodal Adriatic network through the implementation of a modular software (E-CHAIN platform) for the management of intermodal transport services in port areas for passenger transport in order to improve the efficiency, quality, safety and environmental sustainability of maritime and coastal transport services. Moreover, the specific objective is promoting multimodality in the IT-HR programme area through the E-CHAIN platform, whereas the main output of the project is a software made in the form of a framework based on connectors with local service providers in a modular form to be able to adapt to the different port traffic between Italy and Croatia. In the first phase, before departure, the slogan «Choose the greenest!!!» is the platform claim during the whole customer's trip starting from the purchase process («redirect» solution to suppliers' booking engine) to the destination (Figure 1).

Figure 1 - The example of the route planning from Ancona to Split

In the second phase, during the trip, the project aims to provide users (and providers) with information on «on-the-go» mobility so that users are automatically informed about boarding/landing procedures and port mobility services. The information mobility is provided to users by real-time instant messaging, in this way any criticality both by users and suppliers can be managed (Figure 2).

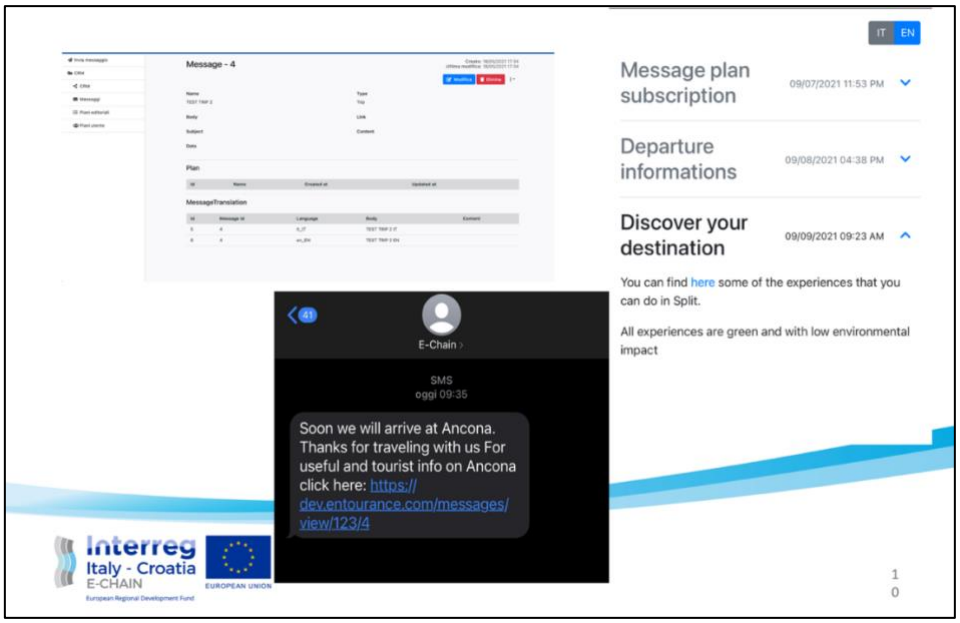


Figure 2 - The example of CRM system solution

The third phase represents the data management. The project aims to give users with regular statistical information about the services provided based on sustainable KPIs (Figure 3).

Figure 3 - The example of the data analysis

Finally, in the second part of the crash course, Alessandro Caponi (Poistory srl - Technical Assistance of the municipality of Ancona) did a demo of the functionality E-Chain platform focusing on the point of view of the B2B, B2C and B2PA.

The B2C interface (Figure 4), dedicated to the tourists, clearly shows a tendency for a sustainable trip, by describing the ways how can the tourist be greener in his trip. The web site provides two services: route planning and a green concierge. The first service, give to the users the possibility to choses by different travel solution: the car or multimodal solutions (ferry, train, bus, etc.) by calculating also the C02 emission. The second service allows the users to receive a personalized schedule before, during and post trip with all the technical information and useful advice to always make the journey sustainable. For this service, the user has to provide some information such as e.g. email, type of traveller, departure and arrival location, date and privacy release.

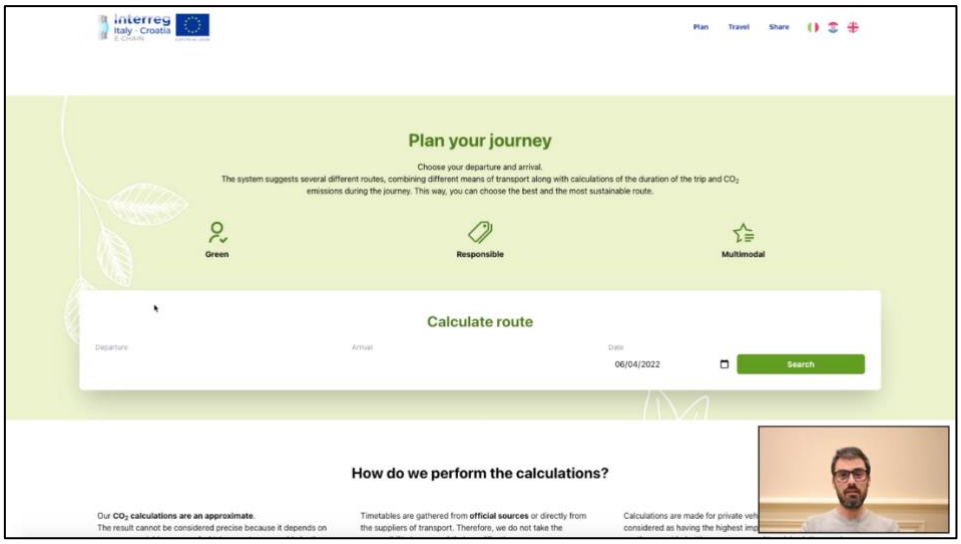


Figure 4 - Web site B2C screenshot

The B2B interface, dedicated to transport providers, has the aim to inform about the E-Chain project potentiality and it allows every supplier of public transport between Italy and Croatia to take up the challenge of making its users travel in eco-sustainable mode. Joining the platform is simple and free. Moreover, after the registration, the transport provider can access to a reserved area where he can find all companies elaboration data. Through various diagrams and charts it is possible to analyse e.g. the data about the users who have decided to choose a reduced CO2 solution, the types of searches and results obtained by the tourists during the surfing on the web-site, and the most chosen cities by users as departure or arrival of their journey.

The PA interface, dedicated to public administration, has the aim to explain the E-Chain platform potentiality from the point of view of the public administration. Moreover, similar as for the transport suppliers, also for the PA, the registration to the platform ensures access to a reserved area where all the elaboration of E-Chain data is present.

3.3 WEB REPOSITORY TO TRAINING SESSIONS RELEVANT MATERIAL

The content of the second training session is available on the E-Chain official web page in order to be disseminated to all project partners and be available also in future for new stakeholders.

4. CONSIDERATIONS AND CONCLUSIONS

The delivery of the survey enabled the collection of data useful for understanding habits, preferences, and predispositions to change from a sample of people who travel relatively frequently between Italy and Croatia. Travel preferences expressed shows us that:

People mainly prefer to travel by car and like comfort; CO2 saving and environmental respect issues are still poorly perceived as priorities, and need to be worked on to raise awareness of how highly important and strategic they are. The trend that emerges from the answers to the question "*How do you primarily travel?*" is very clear: to travel between Italy and Croatia, most respondents primarily and predominantly use the car, which is also chosen in cases where travel takes place using combined transportation. Car is chosen primarily as a matter of comfort, which is followed by timesaving and cost-saving, with a very low number of people stating that the choice depends on a wish to save CO2. These data are not encouraging, as they denote a certain lack of interest regarding environmental sustainability. This is also evidenced by subsequent responses: people are more willing to change their travel habits in exchange for greater comfort, time savings, or financial savings. They are much less willing to change for CO2 savings. One of the goals of E-chain is to provide information to make people aware of the environmental footprint of their travel choices: from these results, it is clear that there is a need to implement actions to raise awareness of the environmental issue, as to date people are not interested in such information.

People mainly prefer to receive traffic and park availability info in real time, instead of other information. Such results are undoubtedly related to the preference to travel by car: knowing traffic conditions and parking availability at the destination in good time are prioritized information over others.

Long waiting times and lack of information are most relevant criticalities for specific categories. More fragile groups, who have specific needs than those traveling alone or with friends, clearly identify that the greatest critical issues they usually encounter when traveling by ferry match those that E-chain intends to address, namely very long waiting times and lack of general information.

Web app use is not so extended, and the provision of data is still an unclear topic. More than half of the respondents say they do not use apps or websites to plan and track their travel between Italy and Croatia. People who use apps or websites indicated predominantly that they turn to Google Maps basically for accuracy of geolocation, reliability of detailed information, simplicity, and habit of use. Other apps are used because of precision of data, possibility to monitor traffic, and simplicity.

Slightly more than half of respondents say they are interested in receiving up-to-date, personalized information on their smartphones; of the remainder, half are not interested, and half say they do not know. To receive such information there is an unwillingness to make personal data available: people are most willing to give up their age, the type of traveller they identify with, and sex. A very low number of people are willing to provide data such as social profile, telephone number, and information about hobbies and personal preferences. These results show that there is a need to inform people more about the benefits of providing their data, which in fact serves to better personalize and calibrate services.