



MAPDRIVER



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Towards a Roadmap to boost Demand for ICT in Transport

The **MAPDRIVER** project aims at developing a roadmap to enhance the market uptake of ICT solutions for transport through demand-side policy measures strengthening the collaboration among the five partners from Spain (Gobierno de Canarias, Consulta Europa), Germany (Universitaet Bremen) and Turkey (Koç University and Transporter's Association). The project has started two months ago and ends in July 2015 with a total grant of 148.000. The Mapdriver is born from the successful experience of the **Intraregio project** in the field of intermodal transport.

Why ICT for transport?

In the next 10-20 years transport and logistics will be the sector with one of the highest potential for innovation uptake in a period of mature technology offer that needs to be taken to the market. Besides, ICT shows different levels of penetration among states in Europe, due among other things, to different standards and regulations, the lack of a common regulatory systems which hampers data transmission and compatibility of technological solutions and to the poor cooperation among transport chain actors.

ICT for transport represents therefore a specific sector where demand side innovation support measures can play a big role to foster the market uptake of existing and future innovations.



For this reason the MAPDRIVER project will focus on this theme and particularly on three measures: public procurement, regulations and technical standards and systemic policies.

More information on the role of ICT in Transport are available **[here](#)**.



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The importance of public procurement as demand side measure to support innovation

Public procurement accounts for some 19% of GDP in the EU and offers an enormous potential market for innovative products and services, such as 40% in the building sector and almost 100% for emergency operations. In this sense public procurement offers a big potential for the generation of innovation solutions to current and future problems of public administration, what is usually call pre-commercial public procurement (PCP). Over the last couple of years PCP has received a great deal of attention and has been welcomed with enthusiasm by the majority of policy makers as a tool to further promote R&D and Innovation across Europe.

Improved public procurement practices can help foster market uptake of innovative products and services. At the same time these practices will raise the quality of public services in markets where the public sector is a significant purchaser. Member States are encouraged to take specific measures to stimulate innovation and research through improved public procurement practices. That requires changes in the administrative processes typically used by national, regional and local public procurement offices in preparing calls for tenders.

The EC pays increasingly attention to PCP and to Public Procurement of Innovation Solutions (PPI). Check [here](#) for more information.

MAPDRIVER kick-off Meeting and next steps

The MAPDRIVER kick-off Meeting took place last February in Bremen in conjunction with the [International Dialogue Event on Intermodal Transport](#).

The whole consortium attended the kick-off meeting in order to define more in detail the scope of the activities and the workplan. The consortium agrees on the central role of the stakeholders involvement strategy for the success of the project. The strategy which represents a milestone in the project will identify several instruments to connect different stakeholders in the fields of ICT and transport sector and to allow interaction among them as well as uptake of the measures proposed by the project to support demand-side innovation measures in those sectors.

A web-based platform and a call for expression of interest are at the base of the engagement strategy and will be soon launched. For more info stay tuned on [www.mapdriver.eu!](http://www.mapdriver.eu)