E-CHAIN

ENHANCED CONNECTIVITY AND HARMONIZATION OF DATA FOR THE ADRIATIC INTERMODAL

On behalf of
Municipality of Ancona
(technical assistance)
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E-Chain objectives and main output

Main objective:

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.

Specific objective:

Promoting multimodality in the IT-HR programme area through the E-CHAIN platform
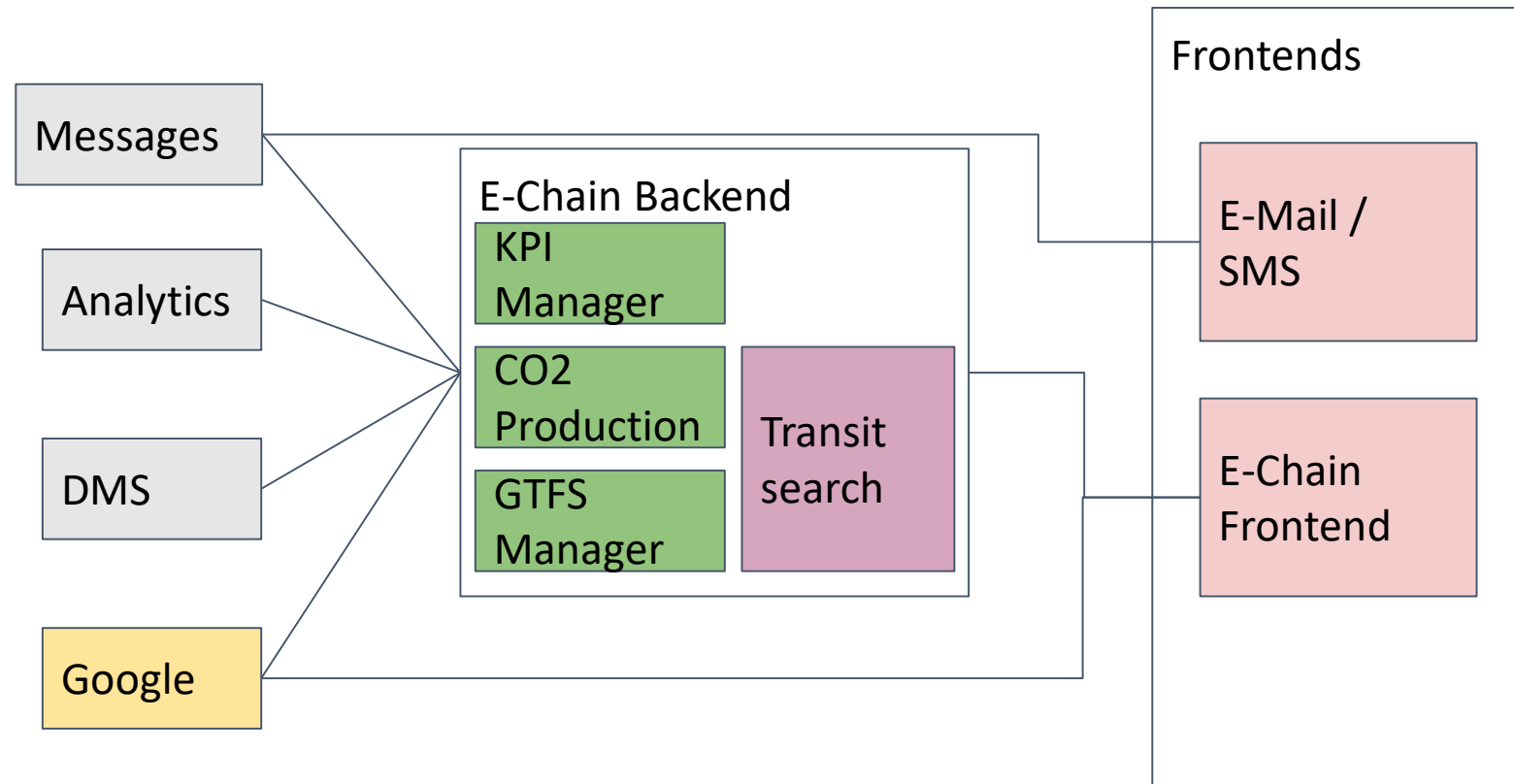
Main output of the project:

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.

Interreg
Italy - Croatia
E-CHAIN
European Regional Development Fund

EUROPEAN UNION

E-CHAIN

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Key Ideas on E-Chain platform

E-Chain platform key ideas

E-Chain platform key ideas
Phase 1: Before departure

Sustainable intermodal transport
The project aims to implement a unified travel planner system managing both transport and entertainment services for the entire journey between Italy and Croatia through the creation of a searching module based on Google Maps connected with the GTFS info of transport suppliers.
During the research for intermodal solutions, the system will show the CO_2 consumption based on COPERT (for car/bus transport) software helping customers to choose the ones with the lighter impact on environment.

Transport and services bookings are managed directly by each supplier (redirect for transport ones, destination management system for the other services.)

E-Chain platform main points
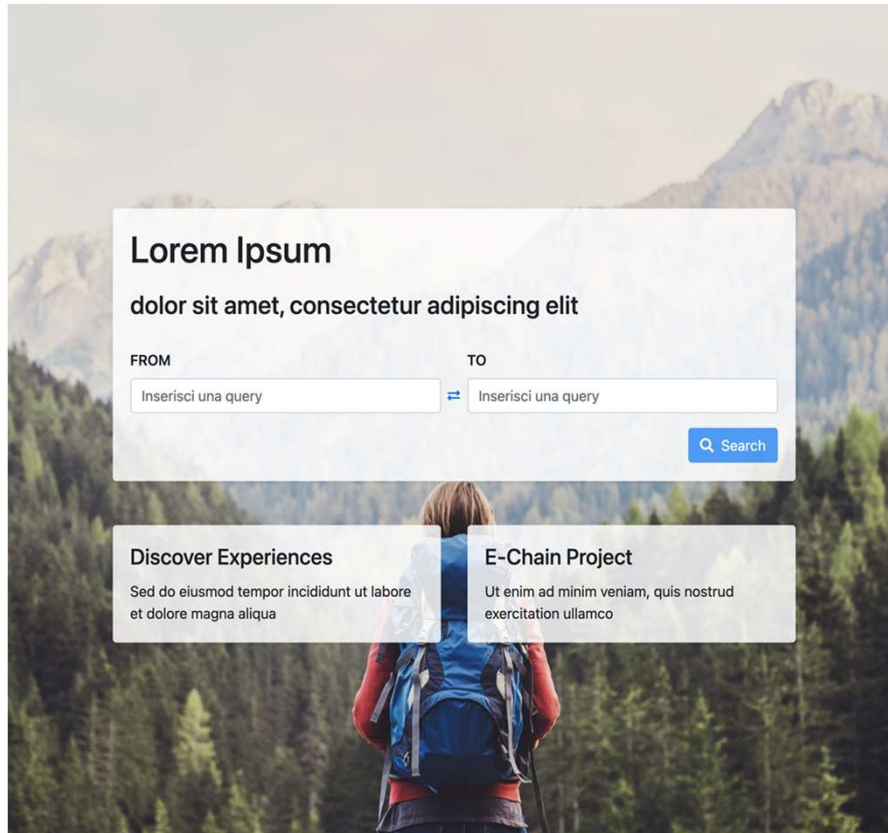
Phase 1: Before departure

«Choose the greenest!!!» will be the platform claim during the whole customer's trip starting from the purchase process to the destination.

Purchase process: «redirect» solution to suppliers' booking engine

Website traction? no budget for advertising but we will create a widget to be incorporated on the suppliers' main website

There is no tracing activity of the platform because of the privacy issue.

E-Chain platform main points

E-Chain platform key ideas

Phase 2: during the trip

Green Infomobility

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 use of instant messaging allows the real-time management of any criticality both by users and suppliers, it also ensures a channel of quick and secure contact to avoid crowds.

E-Chain platform main points
Phase 2: during the trip

First message with the purchase talk about the KGs of CO_2 compared to the use of private vehicles, then he must subscribe the sending plan due to the GDPR law and will receive the rest of the messages prepared to be something like a "Green Concierge" that suggests virtuous behavior related to the environment.

Customers will upload photos and videos to the platform to share their positive behaviors (gamification and social media approach) and they will receive a social media certificate of ecological traveller.

A list of eco-tourism and low carbon impact activities around the port area will be presented to customers.

E-Chain platform main points

E-Chain platform key ideas

Phase 3: data management

Data analysis and improvement of the port performances:
The project aims to provide service providers with regular statistical information about the services provided based on sustainable KPIs

Dashboard for suppliers
Data relating to the research that involved them and data on the messages sent to these customers including surveys results.
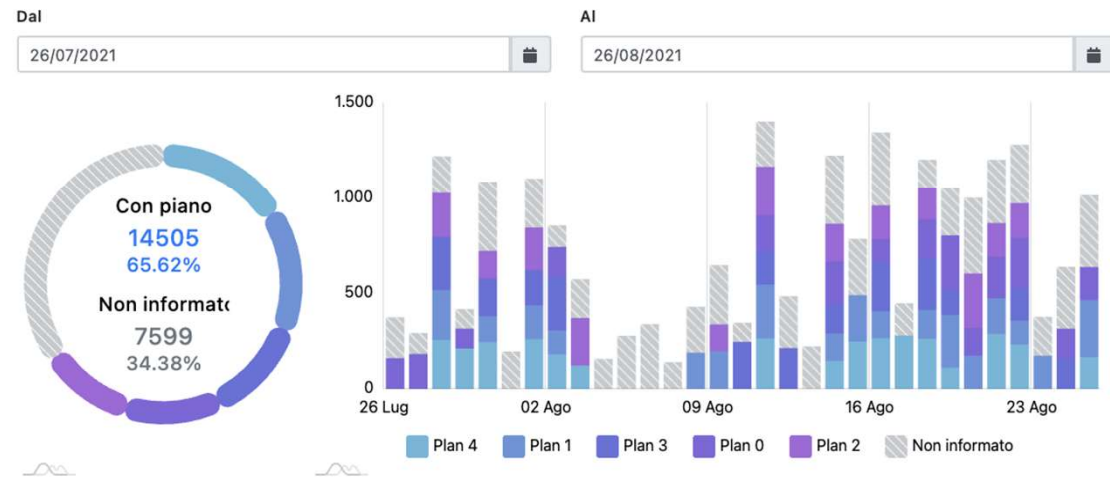
Dashboard for local authority
Research data that includes their local area, the results of surveys compiled by users who have passed through the port

E-Chain platform key ideas

Thank you for your attention!

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