WP 2  ITRACT
22 May 2013

Jan Frick
Information and communication

• Website  www.ittract-project.eu
• Newsletter 1-5; no 6 June 2014
• Linkedin group
• Facebook group (one per region?)
• Rollup; new 2014
• Brochure
• Projectplace
• Other related websites
The accessibility of regions is a clear advantage in terms of their social-economic development. With new technologies, such as satellite and integrated sensor networks, transport and accessibility of remote areas can be improved in innovative ways. We intend to develop and test innovative tools for efficient, user- and environment-friendly transport networks across the NSR. Our aim is to create sustainable and inclusive regional economies and communities throughout the North Sea Region by improving the virtual and physical modes of transport on a large scale.

The ITRACT project has during 2013 moved from the early stage of investigating the need of the regions and brainstorming how to answer the prioritized issues. Now apps designed to be building blocks are under development. These apps shall utilize wifi communication to improve the public transport issues in the participating regions. We expect the regions to test and utilize the apps in various ways depending on the need in each region.

A main issue for 2014 will be to investigate impact of the apps to utilize wifi communication to improve the public transport issues in the participating regions. This is escribed as pilots.

In 2013 ITRACT was extended. The extension has a partly overlapping set of partners, its own goals and workpackages, but will merge with the original ITRACT in work and reporting. Due to this expect newsletters, brochure, and this website to be changed and updated.

ITRACT is funded by the European Union.
WP2 communication page

Newsletter 1 Spring 2012
Newsletter 2 Autumn 2012
Newsletter 3 Spring 2013
Newsletter 4 September 2013
Newsletter 5 December 2013

iTRACT Brochure
iTRACT Linkedin Group
iTRACT Rollup 2012-2103
iTRACT Rollup from 2014
iTRACT-PROJECT.EU

iTRACT Communication Strategy:

- iTRACT Facebook group Rogaland
- iTRACT Facebook Deutschland

- iTRACT server KAU
- iTRACT Jade
- iTRACT Atenekom
- Prezi.com
- Vej-info
- iTRACT Hanze

- iTRACT Viktoria
- DITA-DalesConnect
- iTRACT Survey (Norwegian)
- Opentrip planner

- Wilhelmshavener Zeitung
- Europa Om De Hoek
- Gemeente Groningen
- InterReg IV B
Google Analytics; visits at itract-project.eu
Week numbers May 2013 - May 2014

We have an average close to 50 per week
## Google Analytics - Origin of users

<table>
<thead>
<tr>
<th>Land/territorium</th>
<th>Økter</th>
<th>% Økter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>765</td>
<td>33,77 %</td>
</tr>
<tr>
<td>Germany</td>
<td>345</td>
<td>15,23 %</td>
</tr>
<tr>
<td>Sweden</td>
<td>255</td>
<td>11,26 %</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>228</td>
<td>10,07 %</td>
</tr>
<tr>
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<td>6,09 %</td>
</tr>
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<tr>
<td>France</td>
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</tr>
<tr>
<td>Italy</td>
<td>35</td>
<td>1,55 %</td>
</tr>
<tr>
<td>India</td>
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<td>1,28 %</td>
</tr>
<tr>
<td>(not set)</td>
<td>28</td>
<td>1,24 %</td>
</tr>
</tbody>
</table>
**INTERREG NORTHSEA**

**ITRACT**

**Improving Transport and Accessibility through new Communication Technologies**

**NEWSLETTER No. 3 Autumn 2013**

*ITRACT Lead partner, Contact: Theo Miljten Hanze University Groningen, The Netherlands la.miljten@pl.hanze.nl +31 50 5955566*

**REGION OOST GRONINGEN**

The first Business Innovation Workshop (BIW) in ITRACT was performed in Oost Groningen September 17, 2013. Attending the workshop were representatives from the Municipality Ouderkerk, Vänern, Swedish IIT, University of Groningen, Groningen Internet Exchange, ON-Bureau Groningen Oost, Hanze University Groningen and Vrij German.

**REGION VARMLAND**

**INFORMATION ARCHITECTURE (JÄHLANDS UNIVERSITY):** Our offers to develop the ITRACT information architecture continues, that is developing technical solutions that allow gathering informations in a suitable way and operationalize it in different information systems. As a result of our previous findings The previous platform has been replaced with an OpenStack local cloud solution including a MySQL server, OpenStack management system (Horizon), Memcached server and all other applications for public transport.

**The Netherlands**

As an event it was a huge success, resulting in seven hours of joint working on business model canvases for the prototype ‘Stop by Stop’ and ‘Tell us’. The dialogue was good and constructive and in addition to the canvases, tentative guidelines for the OV-bureau to proceed were generated and (implementation) guidelines.

Following the design and method of the first workshop the next BIW will take place in Germany 29th of October.

**News**

The ITRACT project seeks to improve public transport in the regions by utilizing WIFI technologies including developing new APPS and shared database.

**Improving Transport and Accessibility through new Communication Technologies**

**NEWSLETTER No. 2 Autumn 2013**

**ITRACT Lead partner, Contact: Theo Miljten Hanze University Groningen, The Netherlands la.miljten@pl.hanze.nl +31 50 5955566**

**INTERREG NORTHSEA**

**ITRACT**

**Improving Transport and Accessibility through new Communication Technologies**

**NEWSLETTER No. 1 Autumn 2012**

**ITRACT Lead partner, Contact: Theo Miljten Hanze University Groningen, The Netherlands la.miljten@pl.hanze.nl +31 50 5955566**

**REGION DUISBURGEN**

The first Service Innovation Workshop was performed in Duisburg September 25, 2012. The participants of the workshop were representatives from the Duisburg public transport company, the city of Simmern and the local marketing authority.

**The Netherlands**

As a result of our previous findings The previous platform has been replaced with an OpenStack local cloud solution including a MySQL server, OpenStack management system (Horizon), Memcached server and all other applications for public transport.

**News**

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**Improving Transport and Accessibility through new Communication Technologies**

**NEWSLETTER No. 1 Spring 2012 No. 2**

**ITRACT Lead partner, Contact: Theo Miljten Hanze University Groningen, The Netherlands la.miljten@pl.hanze.nl +31 50 5955566**

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**News**

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A Collaboration Network

Improving Transport and Accessibility through new Communication Technologies

ITRACT aims to improve the connectivity and accessibility of remote areas in the North Sea Region through the integration of innovative transport and communication infrastructure. ITRACT will focus on the development and use of novel ICT applications and brings together technology experts - in the fields of ICT, satellite, wireless broadband and sensor technology - with socio-economic experts.

Our aim is to create sustainable and inclusive regional economies and communities throughout the North Sea Region by improving the virtual and physical modes of transport on a large scale.

Contact Lead Partner
Hanze University of Applied Sciences
t.a.miljoen@pl.hanze.nl

The ITRACT partners are:

External funding from:

Investing in the future by working together for a sustainable and competitive region

www.itract-project.eu
Projectplace

- Exchange of information inside project
  – both work in progress and final documents
- New Participants by invitation
- Documents organized in folders per WP and/or region
- Documents not to be published unless released for publishing by author.
Other Related Websites

http://itract.cs.kau.se:9763/opentripplanner-webapp/#
http://swwv-bus.projekt.jade-hs.de/stavanger/map/
http://itract.hs-woe.de/karte/
http://next.kolumbus.no