

NEWSLETTER

ISSUE NO 4 | Nov 2023 | Fall Term

About UPGRADE:

Urban and transPortation reGeneration for Reducing Automobile Dependency in mEna area

UPGRADE is a multi-country project for Egypt and Lebanon. It addresses the challenge of urban mobility and its availability, by directing the development of higher education, research and business to serve the needs of unprivileged minorities in the South-Mediterranean region.

Outcomes of the UPGRADE project:

Under WP4 Beneficiary Universities, have delivered the UPGRADE developed courses for another cycle. During the academic semesters, students also benefited from the expertise of the EU Programme University Professors, who visited Beneficiary Universities in order to deliver lectures on Sustainable Urban Mobility Planning.

After the completion of the courses, students of both the undergraduate and postgraduate courses are gathered in a oneweek workshop, where they did present and discuss findings of the research they conducted on the Land Use and Urban Mobility needs within the selected case study areas. These workshops ensured the discussion between course professors, undergraduate and postgraduate students allows for an

effective transfer of knowledge and ideas between academics at different levels.

In a grouped workshop, the students compared the four case studies of all Beneficiary Universities acquiring the necessary set of skills required to address Land Use and Urban Mobility problems identified in a variety of contexts. Additionally, EU Programme University professors were invited to the workshop, where they shared their expertise and provided feedback in order to guide students develop the most appropriate and realistic proposals. The participation of business sector and NGOs encouraged to provide a strategic and coherent business models that would further support and enhance the Urban and Transportation Planning proposals.

Moreover, postgraduate students from all beneficiary universities had the opportunity to spend 2 weeks workshop in different EU institutions, during which they acquired the necessary skills and knowledge to complete their thesis on Sustainable Urban Mobility Planning.

The project has concluded with an international final dissemination conference, in October 2023, for presenting the results of the project, focusing on the developed modules, the capacity created by UPGRADE, and the Sustainable Urban Mobility centers founded.

Meetings

Last management meeting in Valencia, Oct-2023

The final SSC meeting in Valencia had main objectives to finalize the deliverables of the project and discuss with partners the required documents for project closure. These include the financial statement, timesheet, travel documents. The meeting also included some amendments to the agenda of the conference.



Valencia meeting

Workshops

PTV training

An online training session was held at the AASTMT SUMP lab, in order to introduce academic and faculty staff members to PTV Vissim and Transport basics theories. The training was provided by NTUA team.



PTV training, AASTMT

Internal workshops

Internal workshops took place in each beneficiary university to summarize the main findings of their case studies previously investigated during the semester. Course professors guided students in an extensive process of data analysis of the surveys they conducted.





Internal workshop, FUE



Internal workshop, NDU



Internal workshop, UoB

Grouped workshop

A grouped workshop was held in September, in Cairo, with the participation of all four beneficiary universities, in order to share the findings and conclusions of the research they conducted, and help generate Urban and Transportation Planning solutions for the problems identified through their research.



The workshop lasted one week, during which the students, with the guidance of their professors and business sector, generated 12 case studies, 9 proposals, 5 business models. The workshop also resulted in drafting 4 MoUs with different business companies.



The business models presented by transportation business corporations in each Partner Country are reviewed by Beneficiary University students, course professors, and local NGO representatives, in order to select the most appropriate proposal for a product/service that helps address the Land Use and Urban Mobility needs of the studied population.

Business Model Canvas

Designed for:

B2B

Designed by:

AASTMT Team

Date:

6/9/2023

Version:

Key Partners

Suppliers:

- Bike suppliers
 - o Edward Company
 - o 3agal Masr
 - o Go Bike
- E-Scooters
 - o Xiami mi electric Scooter

Partners:

- Go Bike
- Rabbit
- Sekketak Khadra
- Bike / Cycling community

Key Activities

- Mobility Activities
- Community Engagement
- Youth Social Interaction
- Cycling Community Activation Events

Key Resources

- E Bikes
- Locating Apps
- Charging Stations
- Signage / way finding
- Parking lots
- Bike Racks

Value Propositions

- Sustainable mobility solutions
- Increase health and wellness opportunities
- Decreased traffic congestion
- Time saving
- Decreased pollution and carbon emission
- Electrification of transportation modes
- Promoting SDGs values
- Promoting renewable energy dependancy (electricity harvesting)
- Affordable mean of transportation for students, care free option

Customer Relationships

- Win/win relationship
- Service provider / reciever

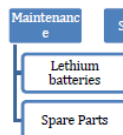
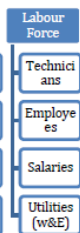
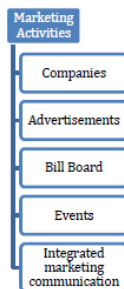
Channels

- Social media and whatsapp
- AASTMT students app
- Student union groups and channels

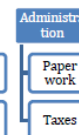
Customer Segments

AAST students
Asst staff and employees
Segmented – diversified (age & gender) – institute enrollment

Cost Structure



Storage



Revenue Streams

Bundles:

- By distance
- By time (increasing/ accumulating rental fees)
- Number of rides

Subscriptions

Sponsors:

- Healthcare providers
 - o Gyms
 - o Sports Clubs
- Food Providers
 - o Emtenan
- Organic food segments

Training of students – Sept & Oct 2023

Several training programs were planned in Athens, Berlin, L'Aquila, and Valencia, where students of beneficiary universities had the chance to attend in order to enlarge their knowledge on the topic of transportation & urban mobility and refine their thesis.



ToS at NTUA, Athens



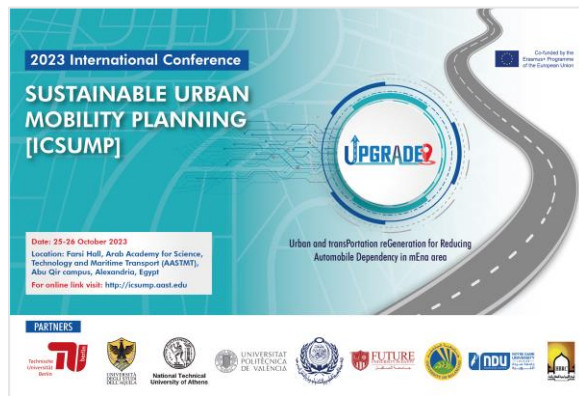
ToS at TUB, Berlin



ToS at UNIVAQ, L'Aquila

International final conference – Oct 2023

The International conference on Sustainable Urban Mobility Planning is held at the AASTMT, in Alexandria, Egypt. Accepted manuscripts were presented by researchers within the fields of Urban and Transportation Planning from all over the world. The conference promoted the UPGRADE project and announced its findings and results.



ICSUMP attendees



The UPGRADE project is completing by November 2023, and its effects will remain promoted by the created deliverables. Moreover, the collaboration with the local stakeholders is more consolidated.

To join our mailing list, please contact:
aast.upgrade.2020@gmail.com

For further information, please visit:
<https://aast.edu/en/scientific-research/upgrade/>

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