



MoveUs has successfully finished the first year of the project!

Welcome to second yearly newsletter of MoveUs. Primary aim of this newsletter is to provide information about the progress and results generated during the second year of the project. The second year was very fruitful as the main developments of the platform were done during this period. These include an energy efficiency calculator, MoveUs cloud platform, incentives model and integration of journey planners. Living Lab workshops were organized in each of the smart cities that are part of this project: Madrid, Genoa and Tampere. The main objective of these workshops is to get feedback from stakeholders, regarding the services provided by MoveUs platform and the energy

efficiency methodology for the assessment of the solution. Furthermore, MoveUs partners participated in a workshop organized by MyWay project in Berlin, where seven energy projects were presented, shared their experiences and planned further collaboration. In the third year, MoveUs will focus on the final version of the platform and testing the applications in the cities with final users, to identify how the awareness of the energy information and the incentives motivated the change in the transportation choices. Detailed discussion of Incentives model and Energy efficiency module are in the next sections of this newsletter.

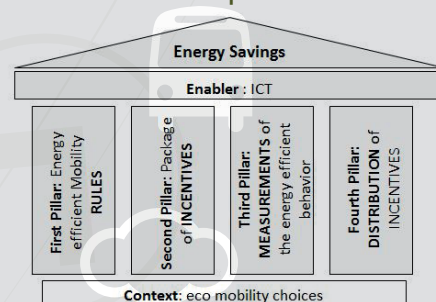
Incentives model

The idea of the project is to study and apply Positive Incentives (monetary, in-kind and credits) that will probably represent a “nudge” strong enough to make the drivers reduce the mileage in urban environment or shift to other modes; with the support of Focus Groups and Living Labs. In Madrid, Genoa and Tampere, MoveUs has identified five groups of positive incentives: Commuter Financial Incentives, Teleworking, High Occupancy Vehicle (HOV) Priority, Public Transport Incentives and Walking & Cycling Incentives; all of them have in common rewards to drivers instead of restrictions. In addition, MoveUs has developed an Incentive Model based on four pillars:

1. RULES (or MEASURES)

2. INCENTIVES
3. MEASUREMENTS of the true mobility behaviours
4. DISTRIBUTION of INCENTIVES to users.

In order to build the local RULES and INCENTIVES databases, in next few months a selection of Positive Incentives for the three pilot cities will be done, which will be integrated in the various city services of MoveUs.



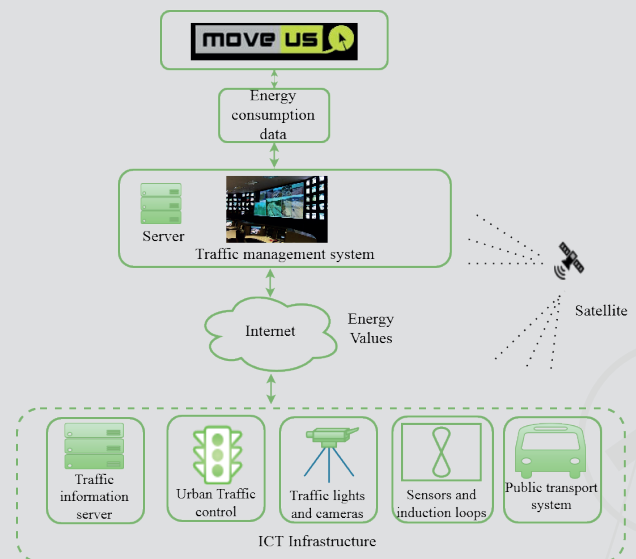
Energy Efficiency Module

For successful implementation of Incentives model, an effective Energy efficiency module was needed. Energy calculation is the estimation of energy consumed by each mode of transport. This energy expenditure is calculated in grams of CO₂ (gCO₂) produced per mode of transport. This energy value, obtained in terms of gCO₂, is then proposed to be translated into a meaningful value like Euro spent, number of trees required to sustain the produced amount of CO₂, etc. The alternative modes (i.e. cycling and walking) are expressed in terms of calories spent and can be translated to values equivalent to food, like for number of chocolates or ice-creams. Thus upon specifying a start-end location by the user, the result would be emission values for each journey options along with the energy label (translated into some meaningful value) for users.

The city Authorities are provided information on transportation trends through Key Performance Indicators. Depending on the infrastructure and city characteristics, the three pilots Madrid, Genoa, Tampere have selected a set of KPIs. The KPIs are defined such that they give useful information to the city authorities; and transportation authorities to see on which

factors people choose the transportation mode, which mode is used the most, and how new technologies can be introduced to reduce emissions.

This will help the administrative authorities to keep a check on CO₂ level and it will be useful to understand if the assigned measures are effective to bring about a change in the inhabitants, or then what additional services could be provided by the city.



Living Labs

During the second year of the project, three iterations of the Living Labs workshops were planned in the pilot cities of MoveUs. These workshops were arranged as focus group meetings, where groups of stakeholders and experts provided their feedback starting out



from a set of questions in a round table.

The first round of workshops took place in December 2014 and January 2015, valuable feedback was provided for the Living Labs processes and for the pilot services specifications for each pilot city. In these workshops, the profile of attendants was mainly mobility data providers, mobility management bodies, transport operators, energy efficiency consultants and ICT tech providers. The second round of workshops took place in March and April 2015 for the evaluation of the energy efficiency methodology. The profile of attendants was mainly mobility management bodies, energy efficiency agencies and consultancies.

The third round of workshops is planned to take place during October 2015 with the goal to evaluate the development of MoveUs platform.

Collaboration with other projects

MoveUs is also working in collaboration with other projects. The central event of the collaboration activities for the second year was the cooperation workshop with other RTD projects addressing themes of common interest: development of integrated personal mobility solutions and enhanced mobile user services, integration of public and private modes and promotion of cleaner means of transport.




Held in Berlin in May 2015 and participated by projects MyWay, STREETLIFE, MoveSmart, Petra, Simpli-City, TEAM and MoveUs, the meeting aimed at establishing an exchange of information about ongoing activities and developments by creating the basis for further dissemination and enhancement of results.

After the presentation of projects, four thematic sessions have been held on topics of common interest by the project consortiums: Pilot

Implementation and User Engagement, Crowd sourcing of mobility information, European Mobility Service Platform, Private and Public modes integration. Further cooperation and establishment of stronger synergies are possible for the future.





Next events


-  14th October
STREETLIFE workshop in Trento
TRE and QRY are attending the joint workshop with STREETLIFE project
-  15th October
MOVESMART workshop in Bilbao
TECNALIA is participating in the workshop representing MoveUs.
-  15th & 16th October
General Assembly in Milan
MoveUs is having its next General Assembly in Milan to review the status of the different WPs and developments, set the plan for the second review meeting and the last year of the project.

-  22nd-24th October
22nd ITS World Congress in Bordeaux
TECNALIA will present a publication related with MoveUs during the congress.
-  09th-12th November
Smart City Expo World Congress in Barcelona
ATOS and TECNALIA will attend to the event for promoting MoveUs in the scope of smart cities.
-  19th-20th November
Annual Polis Conference in Brussels
EMT will present the latest projects including MoveUs project.

Past events

 14th & 15th May
General Assembly in Barcelona
MoveUs had its second General Assembly in Barcelona to review the status of the different WPs and set the plan for the next period.

 20th May
MyWay workshop (Berlin)
QRY, ATOS, TEC, SOF and TUT attended the joint workshop organized by MyWay project where seven energy projects including MoveUs were presented.

 20th-22nd May
SMARTGREENS Conference (Lisbon)
TUT presented three conference papers related with MoveUs results for the energy efficiency methodology and calculator.

MoveUs at a glance

Full Name: ICT Cloud-based Platform and Mobility Services:
Available, Universal and Safe for all Users
Call: FP7-SMARTCITIES-2013
Duration: 36 months (Oct. 2013 - Sept. 2016).
Website: www.moveus-project.eu
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Countries: Spain, Italy, Finland

Partners

Atos


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