move us

ICT cloud-based platform
and mobility services available,
universal and safe for all users

1) Rationale

- 70% of the energy in Europe is consumed in cities.
- 40% of petrol is used for finding somewhere to park
- 80% of urban trips involve just one person travelling alone

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- Cities have a huge potential for energy saving by **improving mobility services** thought
    - Smarter use of transport resources
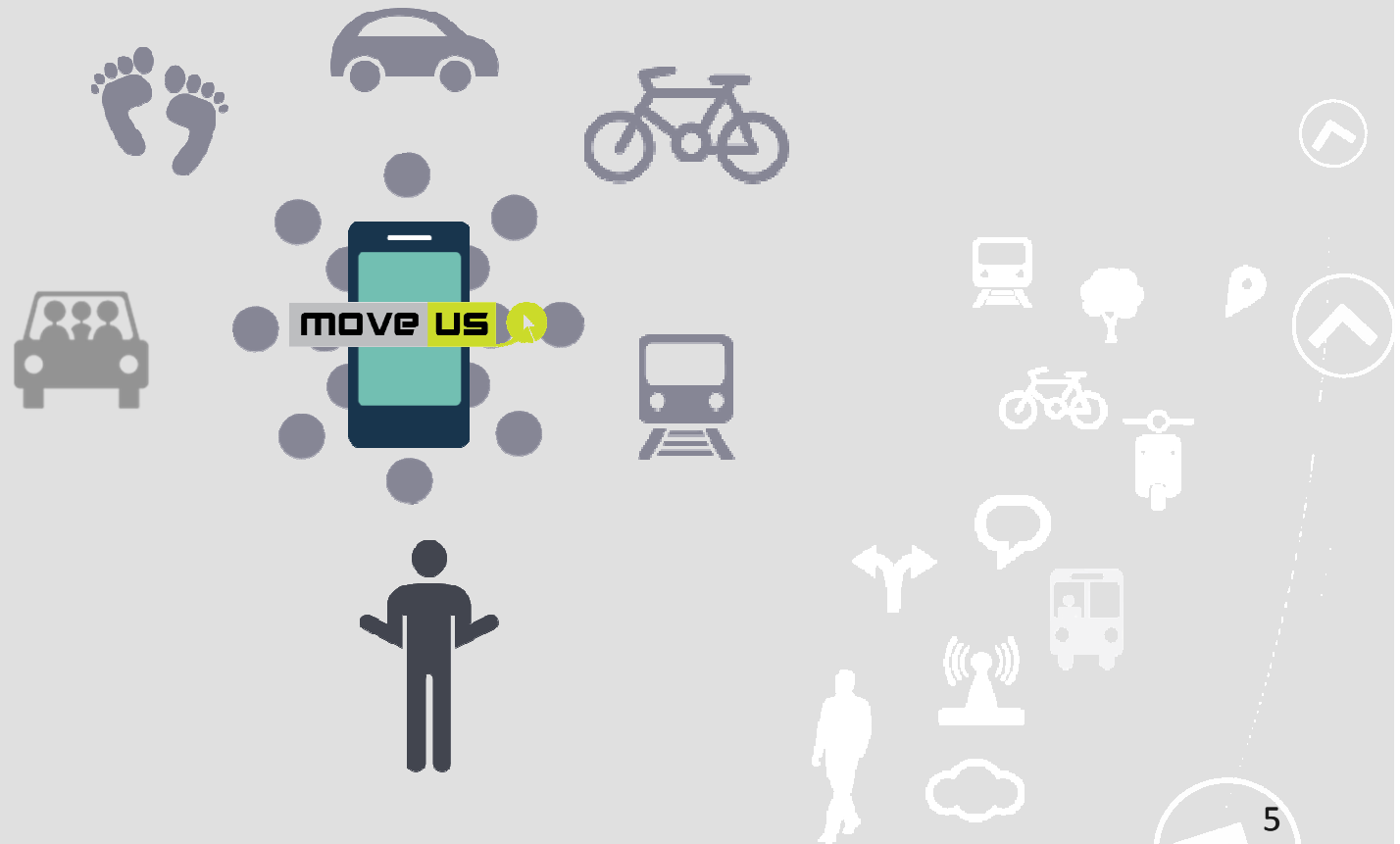   - Intelligent technology

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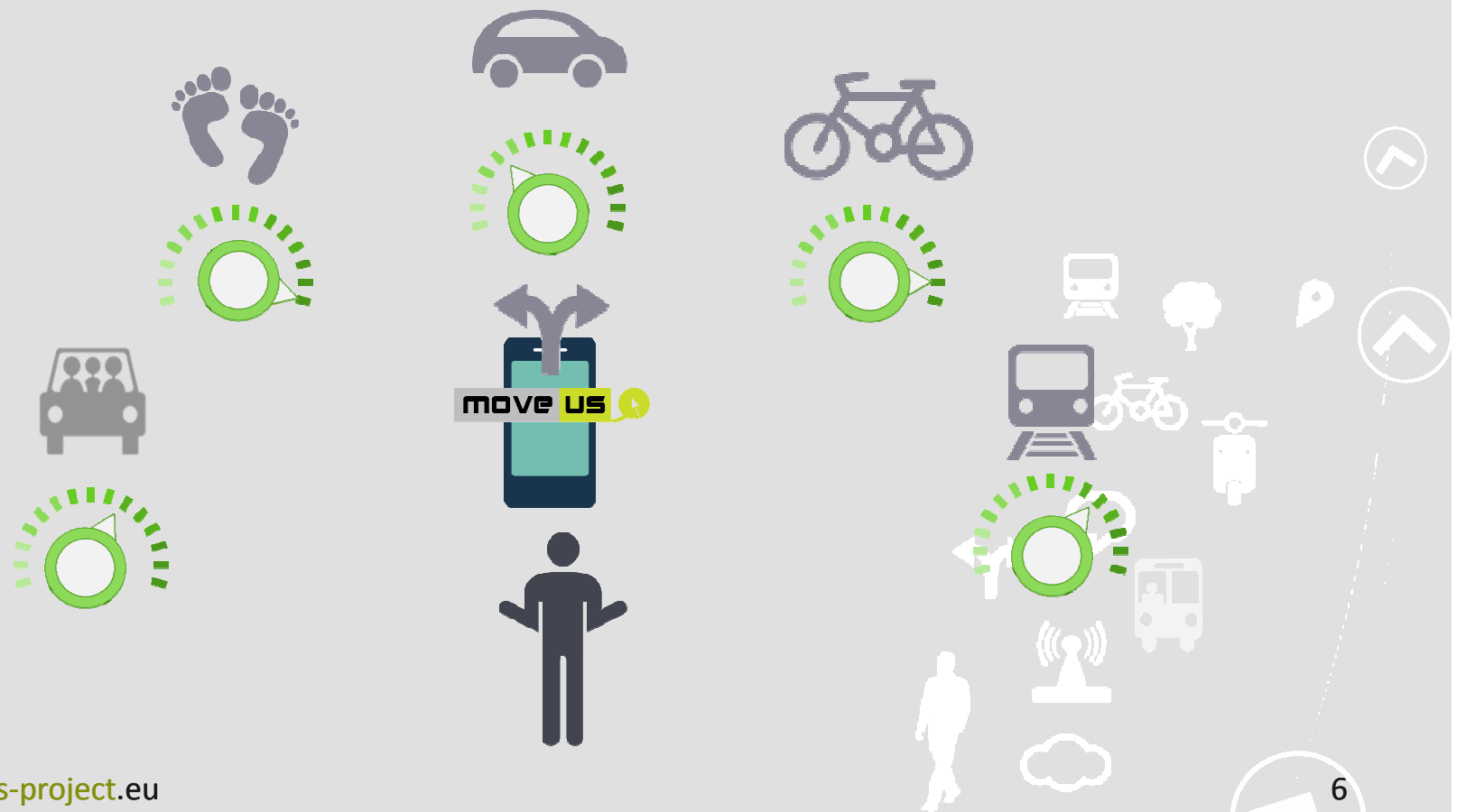
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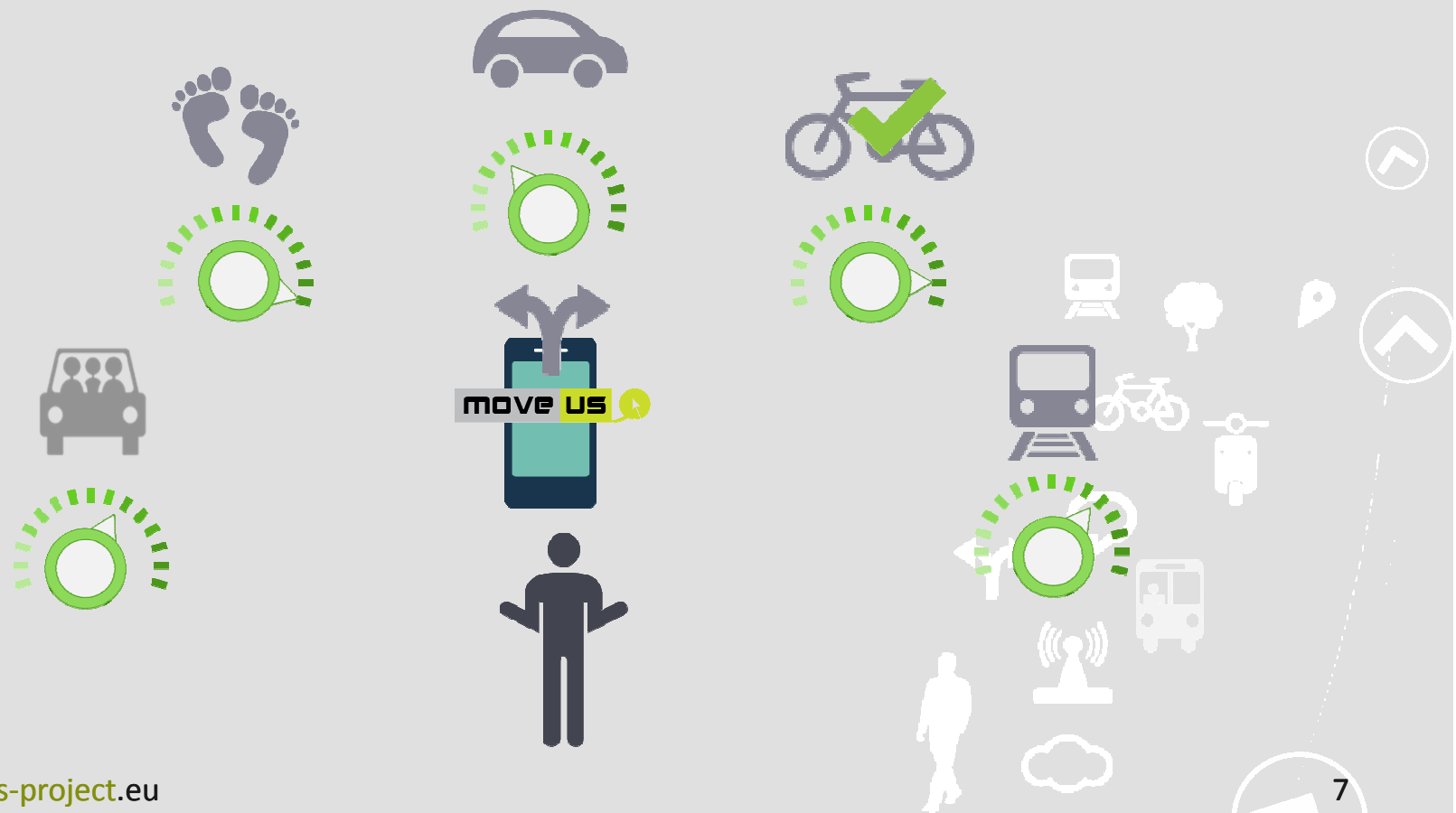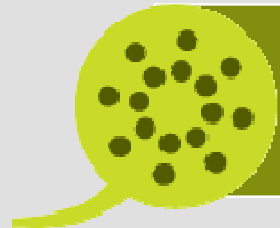
2) Goal

The main goal of **Moveus Project** is to design, implement, pilot, evaluate, disseminate and exploit a number of novel **ICT tools** for **smart mobility** in the context of smart cities, directly addressing real users' needs **while promoting a habit-change** in their daily lives.

3) Objectives

To integrate scattered and heterogeneous mobility data

To provide green, multimodal, personalized, sustainable , safe and private, reliable and extensible services

To elicit and structure real business cases

- Citizens and Tourists
- Public and private transit organizations and transport/fleet operators
- Cities authorities
- Local business
- Energy operators
- ICT solutions providers
- Non-profit organizations

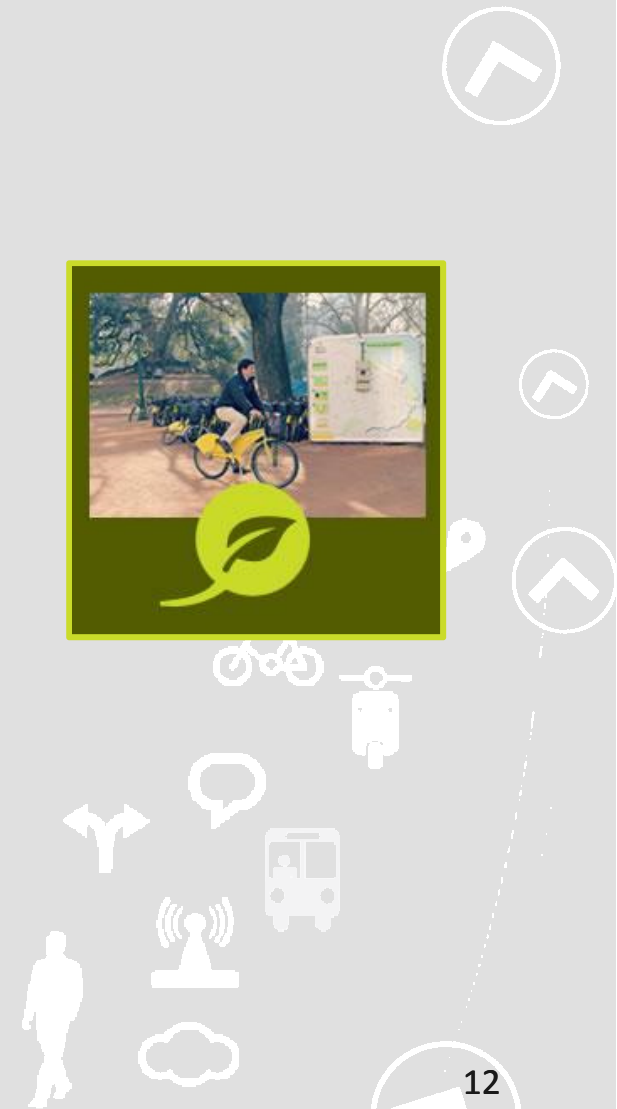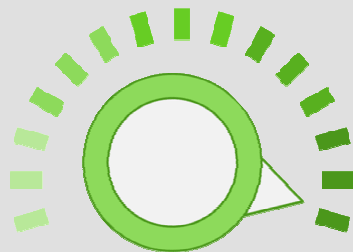**be green**

From Project

1. A cloud-based mobility management platform

2. An API toolkit

3. Smart mobility applications for smartphones and control centers

4. Energy efficient assessment tools to measure users' energy efficiency gains
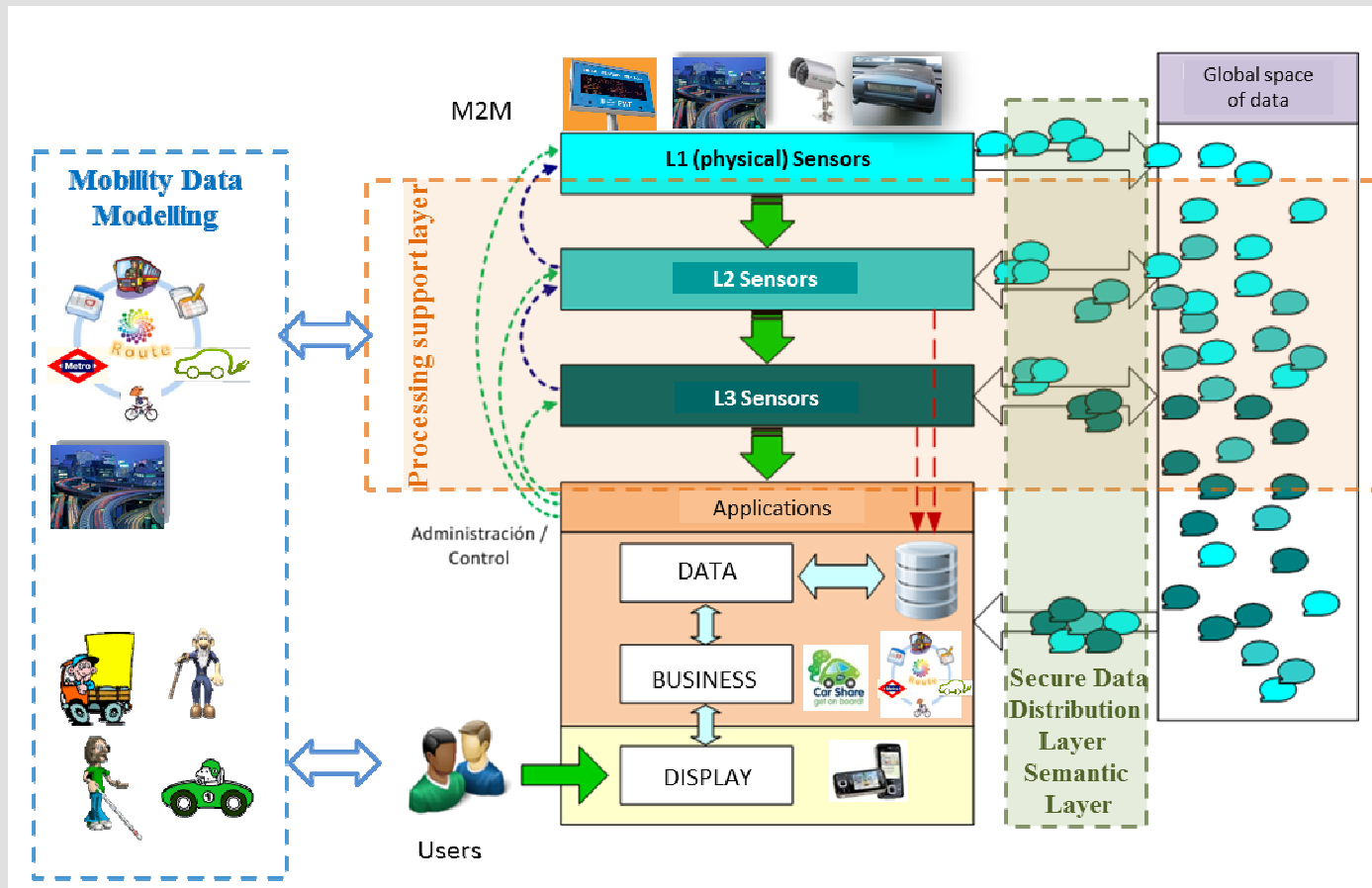
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For User
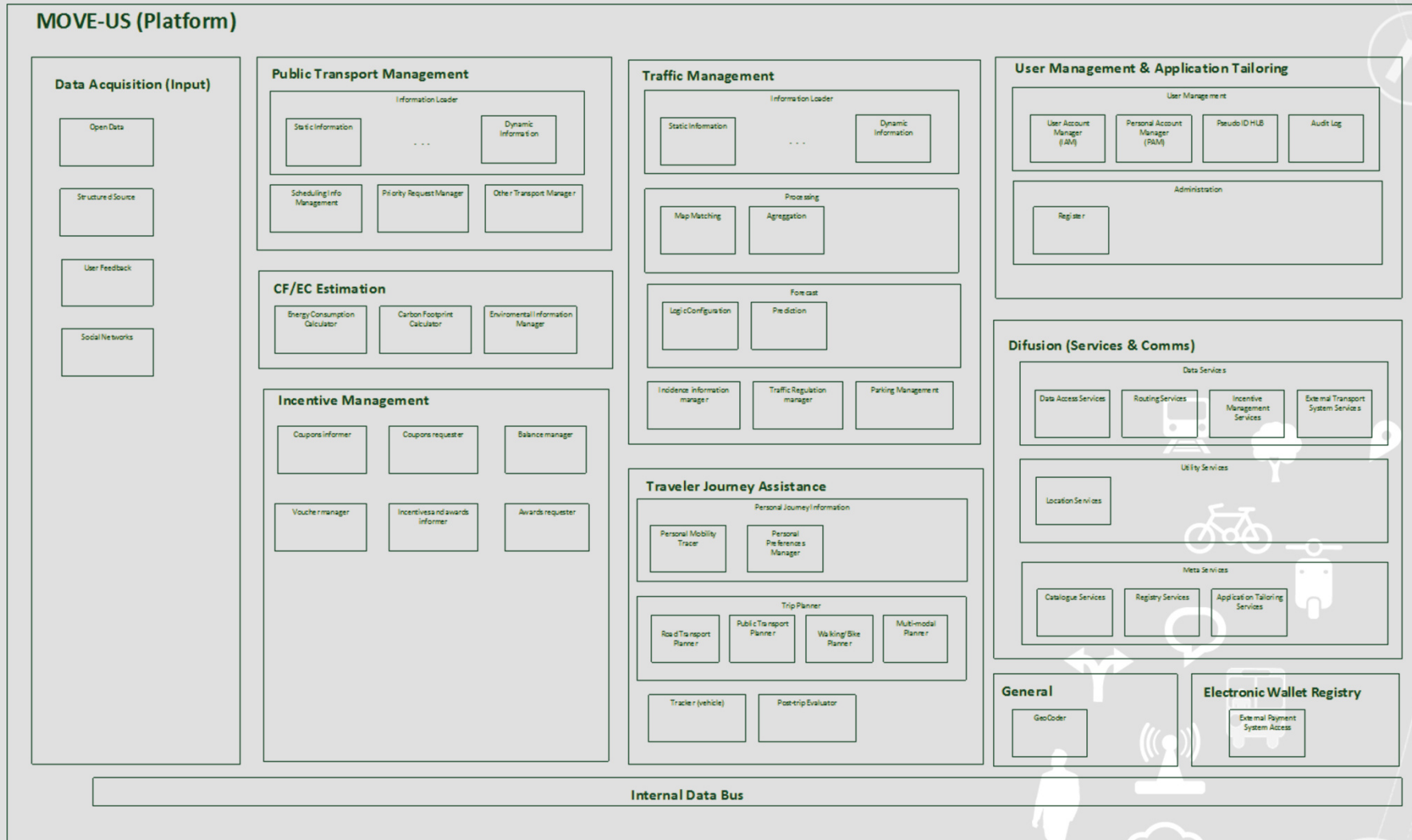
- Travel recommendations to users
- In-advance traffic information
- Incident warning
- Eco-routing and carbon footprint metering

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MOVE-US (Platform)

Data Acquisition (Input)

- Open Data
- Structured Source
- User Feedback
- Social Networks

Public Transport Management

Information Loader

- Static Information
- · · ·
- Dynamic Information

- Scheduling Info Management
- Priority Request Manager
- Other Transport Manager

CF/EC Estimation

- Energy Consumption Calculator
- Carbon Footprint Calculator
- Enviromental Information Manager

Incentive Management

- Coupons informer
- Coupons requester
- Balance manager
- Voucher manager
- Incentives and awards informer
- Awards requester

Traffic Management

Information Loader

- Static Information
- · · ·
- Dynamic Information

Processing

- Map Matching
- Agregation

Forecast

- Logic Configuration
- Prediction

- Incidence information manager
- Traffic Regulation manager
- Parking Management

Traveler Journey Assistance

Personal Journey Information

- Personal Mobility Tracer
- Personal Preferences Manager

Trip Planner

- Road Transport Planner
- Public Transport Planner
- Walking/Bike Planner
- Multi-modal Planner

- Tracker (vehicle)
- Post-trip Evaluator

User Management & Application Tailoring

User Management

- User Account Manager (IAM)
- Personal Account Manager (PAM)
- Pseudo ID HUB
- Audit Log

Administration

- Register

Difusion (Services & Comms)

Data Services

- Data Access Services
- Routing Services
- Incentive Management Services
- External Transport System Services

Utility Services

- Location Services

Meta Services

- Catalogue Services
- Registry Services
- Application Tailoring Services

General

- GeoCoder

Electronic Wallet Registry

- External Payment System Access

Internal Data Bus

6) Pilots
Madrid

- Contribute to implement the Innovation, Knowledge and Information Society in the city of Madrid

- Provide mobility information in a handy way…

  - - quick (real time),
  - - personalized (different modes of transport)
  - - at hand (on their personal devices).

… and facilitate the user to take most efficient mobility decision.

- To foster the **use of greener transport** modes

  - - public bus

  - - public bike, bike-hiring

  - - walking modes

- To promote efficiency in the use of private cars.

- To improve efficiency of the public bus system

- To integrate the user –pedestrians, travelers, drivers, etc.- into the **cooperative mobility architecture** as a new source of information.

- Contribute to:
  - - The development of Genoa as a Smart City and the Mobility Urban Plan (PUM)
  - - The strategic energy action plan with a foreseen reduction of 23% of CO_2 emissions by 2020

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- Establish **an interactive process** between the planning, development and testing of **services** in the field of **smart mobility** and **energy efficiency.**

- Set up **feedback mechanisms** to identify the functionality, operation, usability of offered **services**.
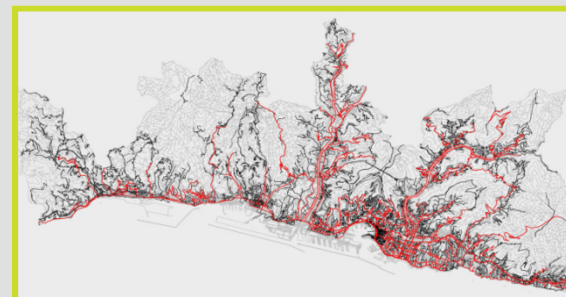
- **Multimodal journey planner** with feedback from users

- Integration of **crowd sourced data** into the Genoa traffic supervisor to share info in real-time and historical data

- Fulfill **personal mobility** needs in an urban environment

- To **increase** the **share of walking, cycling and public transport** by developing for example cycling paths, public transport routes and bicycle parking spaces (Tampere City Strategy 2025).

- The increase the share of **sustainable mobility** by opening traffic data, both real time and static in standard modes.

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- Provide mobility information in an integrated and easy-to-use way using **mobile devices**

- The services will integrate cycling, public transport and car route information with **real-time** traffic and **weather data**

- Provide **energy and carbon footprint** metering for the different **transportation modes**
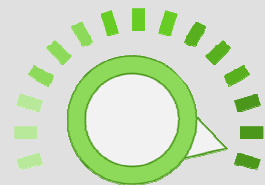
Consortium

Consortium

Public authorities

Municipality of Tampere

¡MADRID!

Municipality of Genoa

Research

TAMPERE UNIVERSITY OF TECHNOLOGY

tecnalia) Inspiring Business

Enterprise/Industry

AtoS

SICE

QUAERYON
Humanistic Innovation

softeco sismat
information technology

EMT
¡MADRID!

GREEN, MULTIMODAL, PERSONALIZED, SUSTAINABLE, SAFE AND PRIVATE, RELIABLE AND EXTENSIBLE SERVICES

Partners

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www.moveus-project.eu