move US

ICT CLOUD-BASED PLATFORM AND MOBILITY SERVICESAVAILABLE, UNIVERSAL AND SAFE FOR ALL USERS

The main goal of the 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

MoveUS aims to radically change the European users' mobility habits by offering intelligent and personalized travel information services, helping people to decide the best transport choice and providing meaningful feedback on the energy efficiency savings obtained as a result. Recommendations supported by incentives will be provided to foster 'soft' mobility modes and the use of shared and public transport modes (buses).

MoveUS has a pan-European approach engaging three different smart-city pilots placed in Madrid, Tampere and Genoa.

Information from a wide variety of transport modes and mobility systems such as public buses, car/bike sharing systems, traffic management systems, equipped vehicles to measure traffic density, and users' smartphones will be integrated and processed in an innovative and high-capacity computing platform, that will allow:

1) to measure "the pulse of urban mobility" from a global perspective;

2) to obtain valuable information on how the traffic density evolves and how the public transport is used;

3) to learn how individual users can move along the city in a more eco-friendly way, improving energy efficiency.

Gathered in Living Lab communities, representatives from the three cities will be deeply engaged in the project: city councils, transport/mobility operators, citizens and local technology partners. This will ensure a broad and effective user engagement for suggesting real and sustainable user-driven smart mobility services.

www.moveus-project.eu

MoveUs will deliver:

1. a cloud-based mobility management platform with high-performance data analytics capabilities;

2. an API toolkit, granting data access to developers;

3. innovative user-centric services with an effective incentive-based model, rewarding the use of sustainable mobility modes;

4. fully integrated smart mobility applications, running on users' smartphones (mobility assistant) and at control centres (mobility management);

5. energy efficiency assessment tools to measure users' energy efficiency gains.

6. MoveUs will facilitate the take-up of ICT-based mobility services proving significant energy efficiency gains in smarter and greener cities.

MoveUs at a glance

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Partners