

MUV

MOBILITY URBAN VALUES

muv2020.eu

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WHAT MUV IS

14 PARTNERS

8 COUNTRIES

6 NEIGHBOURHOODS

3 CO-CREATION CYCLES

3 TESTING PHASES

12 NEW CITIES TO INVOLVE

...and for doing what?

GAMIFYING URBAN MOBILITY

...how?

A group of people are gathered in a meeting room, engaged in a discussion. They are seated around a table, looking at documents and a laptop. The room has large windows and a brick wall. The text "CO-DESIGNING COMPELLING MOBILITY SOLUTIONS" is overlaid on the image in white, bold, uppercase letters.

**CO-DESIGNING COMPELLING
MOBILITY SOLUTIONS**

...through what?

1. Smartphones and Wearables App

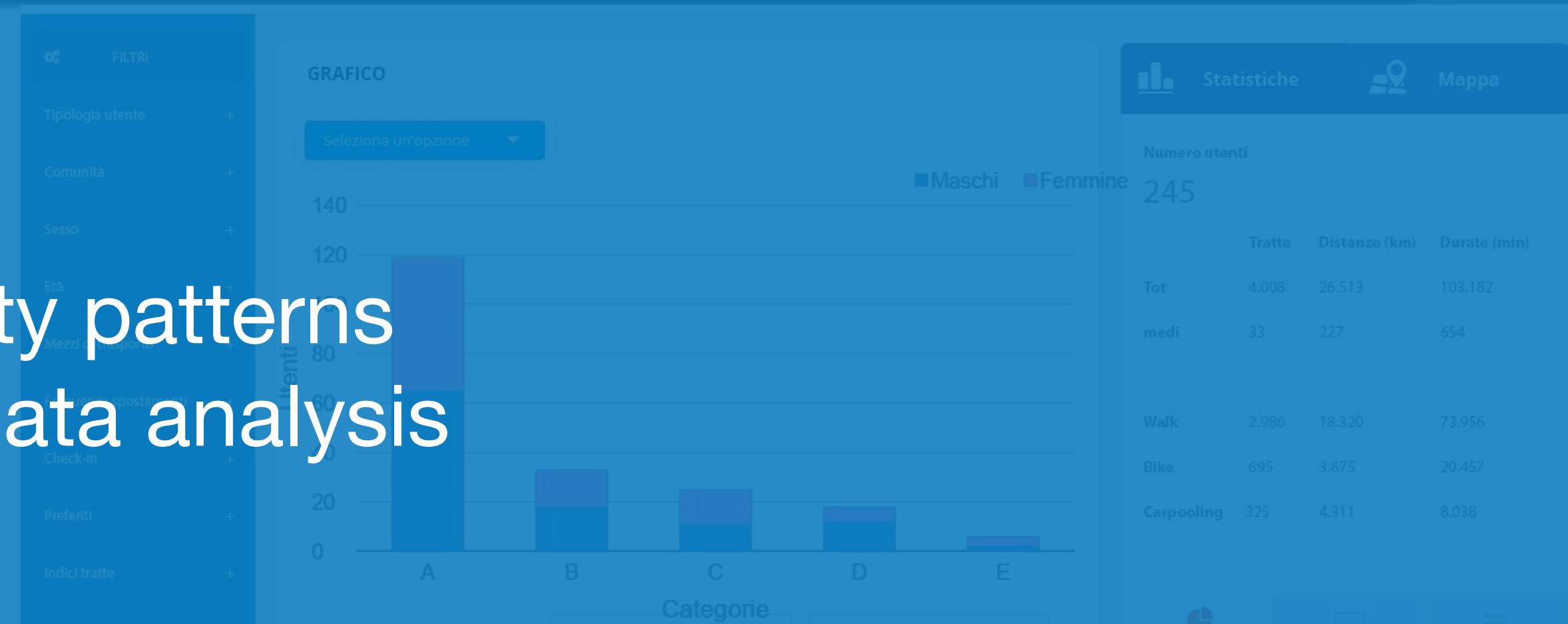
- 1-to-many communication tool
- Mobility recognition algorithms

2. Monitoring stations

- Physical touchpoints
- Environmental Data

3. Web Platform

- Citizens' mobility patterns
- Cross-cutting data analysis

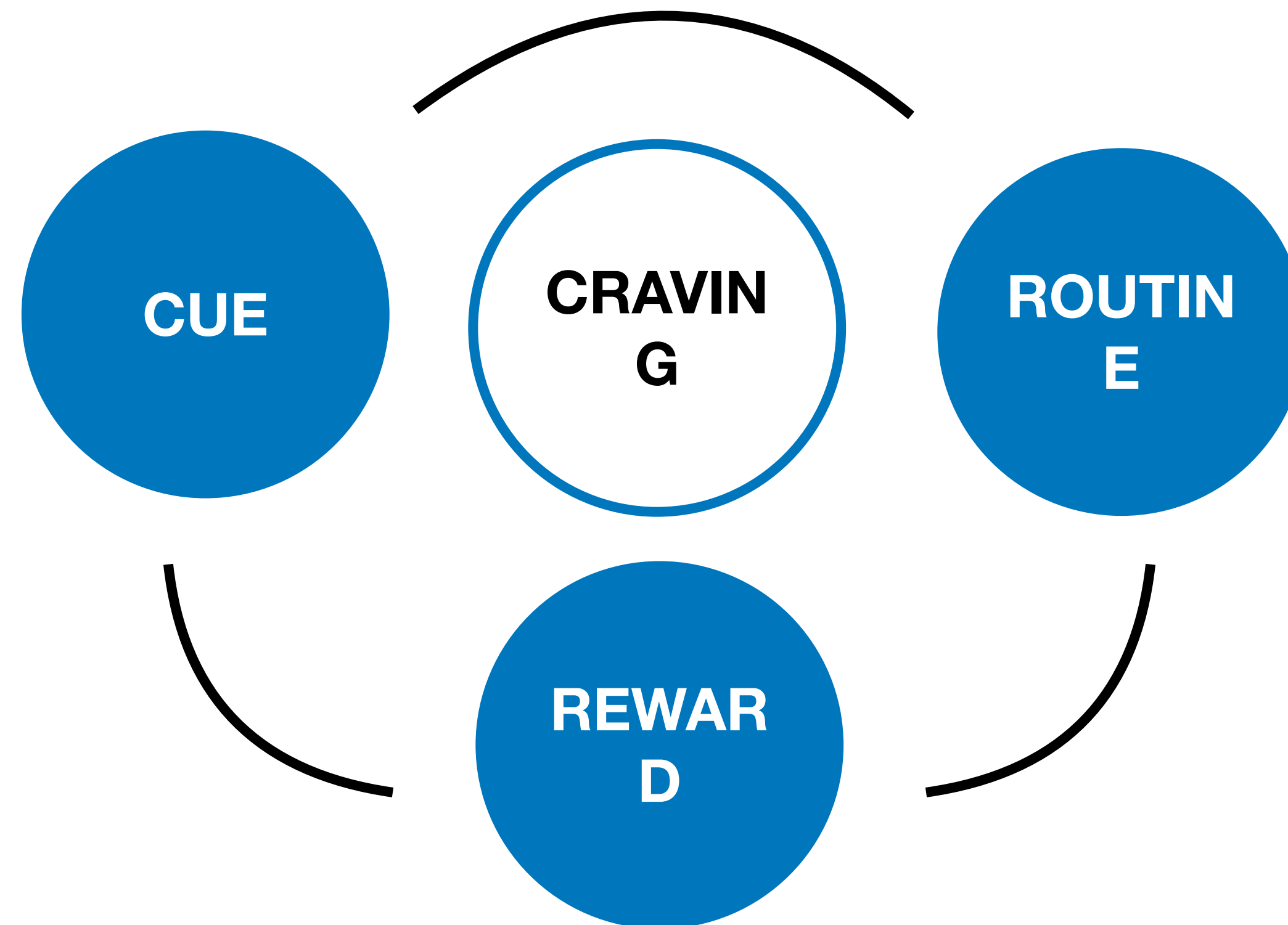


...why?

**TO FOSTER
SUSTAINABLE & HEALTHY HABITS
AND IMPROVE CITY PLANNING**

...but why a GAME?

**HABIT
LOOP**



**GAME
LOOP**

TRAFFICO2

- **4 cycles** in Palermo with the University of Palermo students' community in 1.5 years.
- **5 awards**, among them the 2015 MIT Enterprise Forum "Smart City Innovation Award".
- more than 15 international conferences and 10 scientific publications.

MUV



| Total | Active |
|-------|--------|
| 1,877 | 434 |

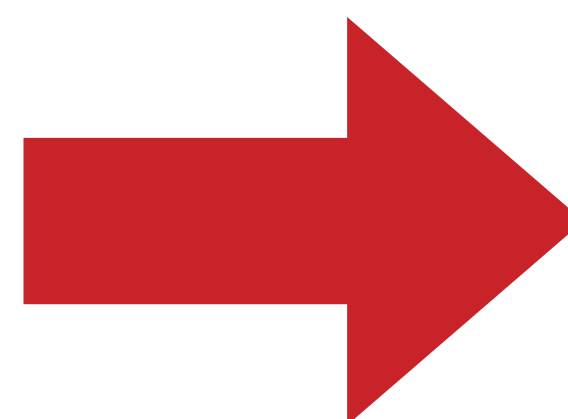
LOCAL BUSINESSES



| Contacted | Affiliated |
|-----------|------------|
| 139 | 98 |

55,160 g
CO₂ reduced





It's crucial to

**CO-DESIGN WITH LOCAL
COMMUNITIES & AWESOME
GAME DYNAMICS**

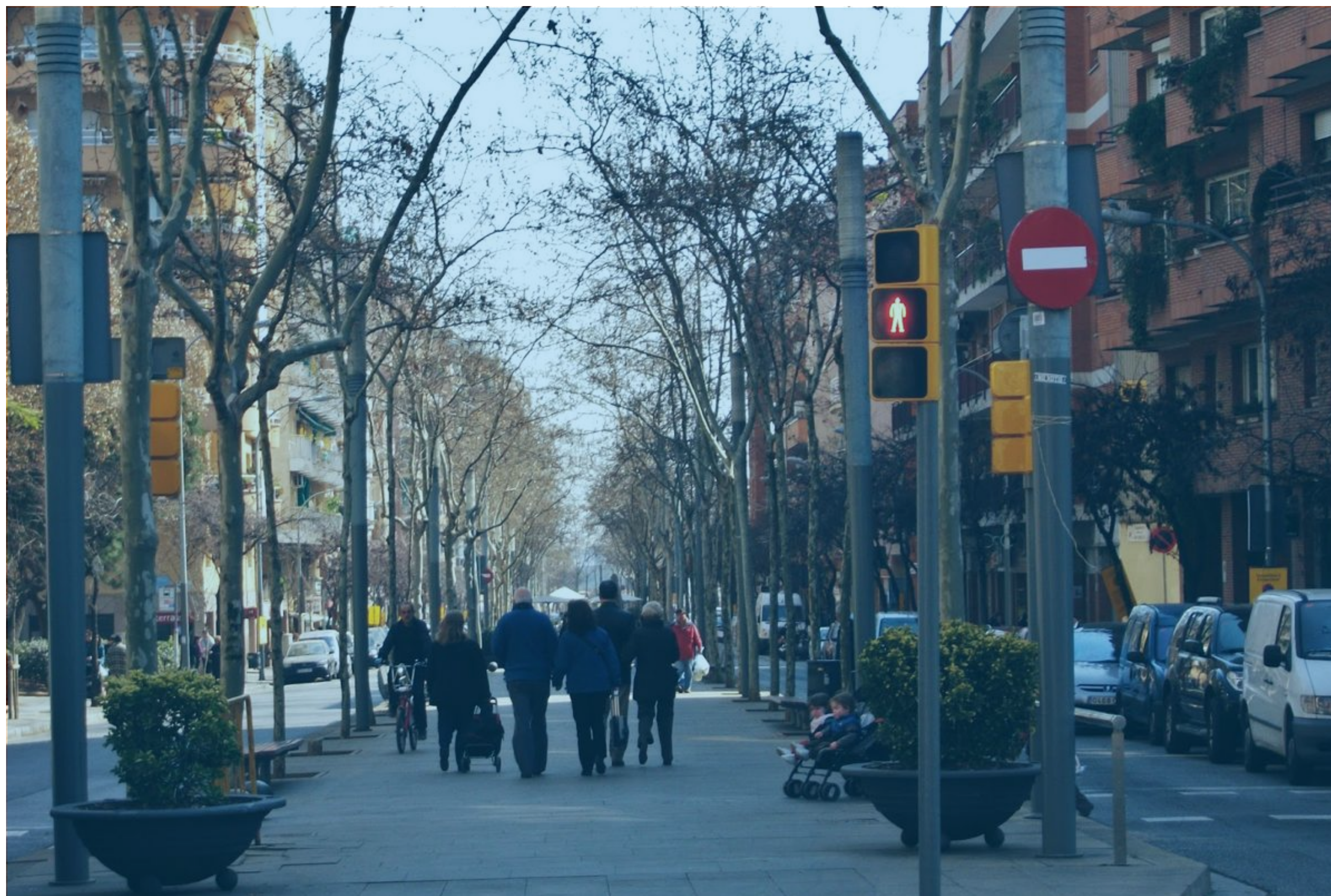
**WE HAVE A MOBILITY CHALLENGE
IN EACH OF THE 6
NEIGHBOURHOODS**



Buitenveldert - Amsterdam

The area have nuisance from traffic and traffic noise, parking problems around train stations and weak safety of bicycle routes.

MUV is the opportunity to create interaction between young and old people living in the area.



Sant Andreu – Barcelona

People of the area need incentives to choose alternatives to private transports.

MUV is the chance to empower local communities through gamification and participation.



Fundao – Old Town

People of the area are not really active.
They need incentives to move better.

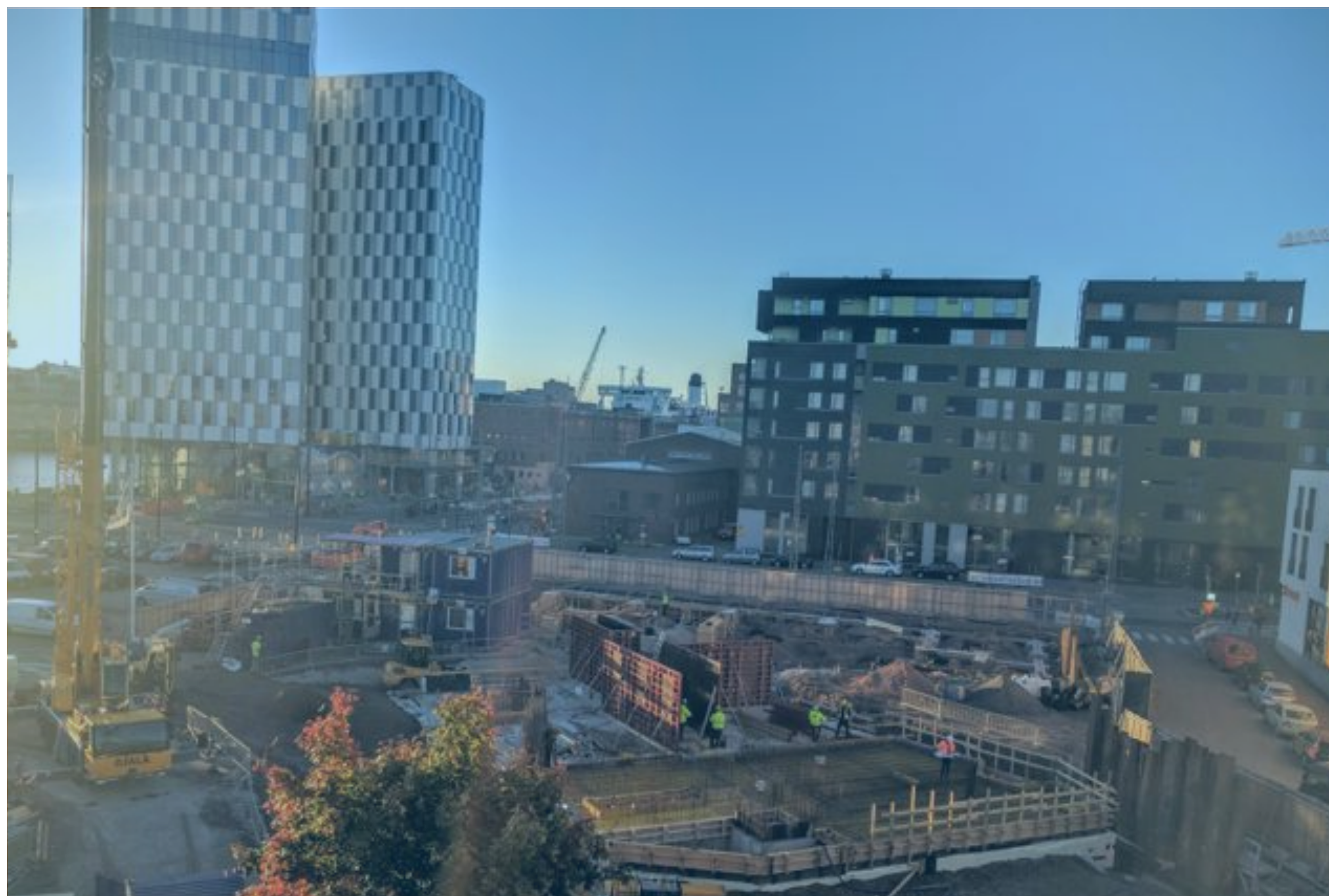
MUV is an opportunity to boost local commerce and economic activity in the center and engage citizens in urban planning.



Ghent – Muide Meulestede

Very car-focused mobility culture amongst most of the non-Belgian communities living in the area.

MUV is the chance to stimulate these families to change their mobility habits.



Helsinki - Jätkäsaari

Major increase in inhabitants due to large new former port or railyard areas currently in development caused too much traffic.

MUV is the alternative to new infrastructures to cope and prevent the congestion.



Palermo – Centro storico

Nightlife causes traffic jams, illegal parking, noise pollution and widespread chaos throughout the neighborhood.

MUV is the way to engage young people (18-35) who pour out into the area and co-design with them a better mobility.



Join the MUVement

muv2020.eu

info@muv2020.eu