MoveUs: ICT Cloud-based Platform and Mobility Services: Available, Universal and Safe for all Users

The FP7 MoveUs project kickoff meeting took place on the 24th and 25th of October, 2013 in Madrid.
Eleven partners from four countries (Italy, Finland, Spain and the UK) joined the meeting to kick-off the project activities aimed at designing, implementing, testing and exploiting an integrated cloud-computing technology platform and mobility services.

A visit to the "Centro de Gestión de la Movilidad" (Mobility Management Center) in Ayuntamiento de Madrid (Madrid City Council) gave partners early and useful insights on transport and mobility management activities performed in the city of Madrid..

MoveUs has a pan-European approach engaging three different smart-city pilots placed in Madrid, Tampere and Genoa.
The project 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 (walking, biking) and the use of shared (car and bike sharing) and public transport modes (buses).

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 , under various incentives-based schemes.

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.

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.

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

Project duration: 36 months (Oct. 2013- Sept.2016).
Here below is the list of MoveUS partners.
More information available at: www.moveus-project.eu