

# What is MoveUS ?

MoveUs 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.

The main objectives are:

- To integrate mobility data from heterogeneous sources and deliver it in a coherent and useful way
- To provide green, multimodal, personalized, sustainable, safe and private, reliable and extensible services
- Provide business cases and incentives for smart mobility services in urban environments

## Project results:

- **for citizens:** incentives and rewards that stimulate healthier lifestyle while protecting environment and contributing to the reduction of global warming
- **for public authorities:** integrated set of services and cloud-based platform that reduces the cost of implementation, deployment and maintenance for ecoefficient urban mobility management
- **for transport operators:** tools and services that enable customer loyalty, as well as optimization of services
- **for external business:** new ways and channels to contact customers and offer advertising or indirect sales



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[www.moveus-project.eu](http://www.moveus-project.eu)



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# MOVE US

ICT CLOUD-BASED PLATFORM  
AND MOBILITY SERVICES:  
AVAILABLE, UNIVERSAL  
AND SAFE FOR ALL USERS



## Incentives

Today many of the initiatives that aims at triggering eco-friendly mobility choices are restrictive actions but it is likely that in the near future, a mix between prices, financial and positive social incentives could represent an effective measure to make drivers reduce of a significant percentage of the mileage in urban environment or to shift to other modes of mobility.

MoveUs project has designed and developed a complete system where positive incentives can be gained by using 'soft' mobility modes such as shared vehicles, bicycle and public transportation. The three Living Labs in Madrid, Genoa and Tampere have developed custom incentive schemas and initiatives to fit the local needs and situation with the aim to achieve less energy consumption and smaller carbon footprint in urban mobility.

## Smart crossing

The Smart Crossing service encompassed within the field of improving road safety, also integrates pedestrians into traffic cooperative services. A controlled traffic light crossing is equipped with cameras to detect crossing pedestrians; LED lamps to reinforce the lighting at the crosswalk, Bluetooth and 3G communications beacons for pedestrian interaction (via Smartphones) and a PCBox which supplies real time information of the crossing status.

The system allows the traffic light regulator to extend green pedestrian time, to provide lighting and to activate a green-light request via cellphones Bluetooth. This system is integrated with the MoveUs app being capable to activate a vibrating alert as a signal that the green phase is active. It has been deployed in Madrid (Av. Valladolid, 11) within a controlled traffic light crossing with the support of the City Council.

## Energy Efficiency

MoveUs platform provides the calculation of the emissions for each journey option offered by the system. This is done to increase the awareness of city inhabitants and tourist and allow them to make more energy efficient mobility choices. Based on the journey option emissions, green points are assigned to users to promote the more environmentally friendly options like walking or biking. These points can be exchanged for incentives such as discounts in local stores, by using the MoveUs app.

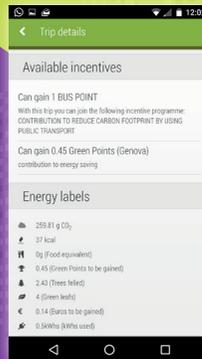
In addition, Tampere City inhabitants can see their performance over time regarding green points, energy consumption and savings. The information is also transformed to different values like the equivalence in money, kWh, € and others, in order to allow the users to relate their performance to a meaningful value.



### Genoa

#### Main services

- Multimodal Journey Planner
- Crowd-sourced traffic data collection
- Incentive-based mobility services



## Smart-City pilots



### Madrid

#### Main services

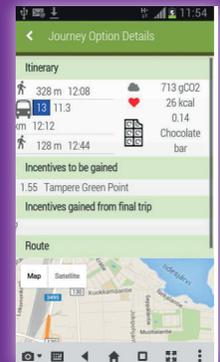
- Smart Crossing
- Multimodal Journey Planner
- Bus Priority



### Tampere

#### Main services

- Multimodal Journey Planner
- Energy consumption
- Free parking places
- Incentives



MoveUs mobile app in  
Google Play and  
App Store:  
[moveusapp](https://play.google.com/store/apps/details?id=com.moveus)