

MoveUs has successfully finished the third year of the project!

The last year of the project was successful as great results were obtained owing to excellent collaboration from MoveUs project partners. The MoveUs platform was completed at the beginning of 2016 and partners' developments were integrated in order to support MoveUs services. The publication of MoveUs App (Android and iOS) was done during Spring 2016, allowing inhabitants of Madrid, Genoa and Tampere to test MoveUs services and provide valuable feedbacks for the evaluation of the system and future improvements.

Using the information generated by MoveUs users resulting from the planning of their everyday trips using MoveUs App, it was possible to make an evaluation of the energy consumption and savings that have been achieved by MoveUs users in the different cities of the project.

Finally, for the last months of the project, MoveUs organized a set of final events for presenting the results of the project to users, city stakeholders and public authorities, as well as future developments and improvements for the developed approach.

## Mobile App

MoveUs App is a Smart Mobility tool available for iOS and Android devices that provides green, multimodal, personalized, safe, private and reliable services which include:

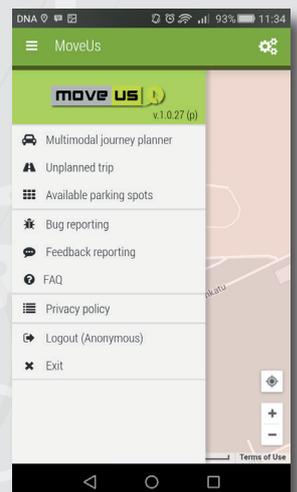
- **Multimodal Journey Planner:** User plans a trip according to a mode of transport and gets itineraries, travel times, CO2 savings, calories consumption, green points and incentives.
- **Unplanned trip:** User registers a trip without initially specifying the start and end locations. Corresponding green points are assigned after the user ends the trip.
- **Energy efficiency calculation:** This service provides information on the energy consumption of the different journey options.
- **Feedback service (GENOA):** A user is able to report to the system his or her own information on traffic status.
- **Smart crossing (MADRID):** Improves road safety and mobility. It allows the user to activate the green light at pedestrian crossings using the

mobile App. It also detects slow pedestrians to provide them more time to cross the road.

- **Bus priority (MADRID):** This allows priority-provided buses to catch up with their schedule's delay by provoking changes in the normal operation of the specific traffic light controller.
- **Parking service (TAMPERE):** This service allows users in Tampere to find available parking spaces for cars and bikes.

The moveusapp is available on Google play and App store. The link below provides the download details.

<http://www.moveus-project.eu/content/moveus-app#refresh>



## Living Labs test

During the third year of the MoveUs project, Living Labs prepared several pilot-specific end-user tests, some of which lasted till project conclusion. A set of common tools were used in Madrid, Genoa and Tampere to gather feedback from the users, app and services testing in order to fine-tune the mobile App and service platform. End-users/stakeholders' workshops were also organised by each pilot to present the project test results and conclusions and to gather feedback for the improvement of the solution and to guarantee the business sustainability of MoveUs.

### GENOA

Genoa organized the third Living Lab workshop with main focus on the incentives and platform modules. It was performed in two sessions. The first one was held on 14th July, 2015 to evaluate the incentives concepts that was proposed in the project. On 21st November, 2015, the second session was organized to evaluate the platform module according to stakeholders' needs.

In addition to the Living Lab workshops, Genoa City presented the mobile App to end users on 16th July, 2016. The event involved the testing of MoveUs App by citizens in an interactive session and online test mode. About 75 users were engaged and the test lasted for 20 days. Another session was held on 13th July, 2016 in order to gather the feedback from users.

## Collaboration with other projects

The outcomes of MoveUs were presented and discussed interactively during the Genoa Smart Week event (Genoa, 23rd – 28th May 2016). The Municipality of Genoa, Quaeryon and Softeco Sismat presented the project outcomes with a special focus on the incentive model and concepts in two separate sessions on May 27. The caliber of audience and the open discussions at the event enhanced the dissemination of MoveUs and the collaboration with other projects and initiatives.

A session was held in the context of the event titled "Smart Urban Mobility & Cities of the Future: European Innovation Partnership (EIP) on Smart Cities and Communities". It was organized in collaboration with DG MOVE – European Commission. Several representatives of private and public organizations participated and delivered presentations on innovative projects and ICT solutions including

### MADRID

The city of Madrid organized the third workshop for the evaluation of incentives and the platform in September 2015. Madrid city also launched MoveUs App to city inhabitants on 3rd July, 2016 followed by an intensive communication campaign to reach as many users as possible. The users of the mobile App were asked to fill a transport survey in order to know their mobility habits before the use of MoveUs App. This information was valuable for evaluating the effect of MoveUs developments in the mobility habits of people and the use of more energy efficient transport modes. The results of MoveUs project for the city of Madrid were presented on 14th September, 2016 to show the final results and developments.

### TAMPERE

In Tampere, two kick-off events for the testing phase were organized on 11th & 12th April, 2016. Before the event, the users were asked to fill a transport habit survey within one week before beginning to use the app. The testing of the app has continued since then and lasted till the end of September 2016. Approximately 75 users have participated in the test, of which 40 have been active users. The final workshop for the users was organized on 3rd August, 2016 to discuss about their experiences as MoveUsApp users and to provide suggestions for future improvements of the application.

MoveUs and this provided the opportunity to interact and relate with these organizations and projects.

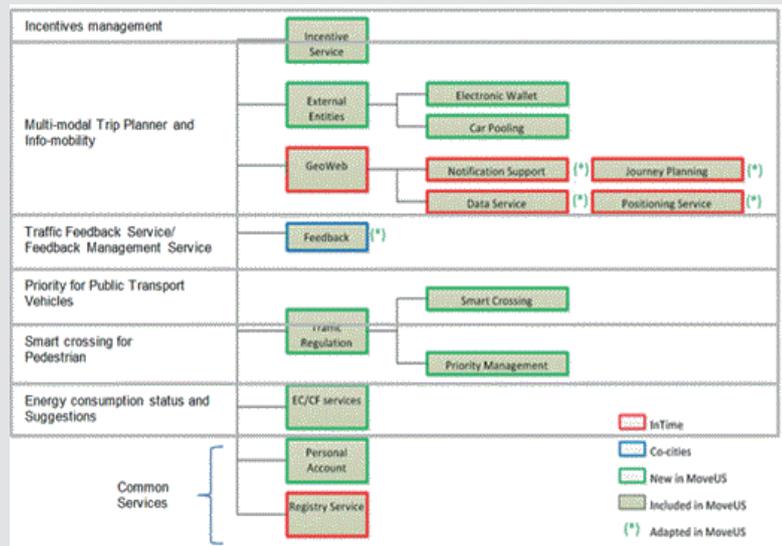
Key suggestions and impressions about the MoveUs project are summarized as thus:

- It is desirable that the number of cities involved increases. Other cities can participate simply by linking their local mobility services.
- Finding financial resources for a European Demonstrator would be extremely good.
- It would be useful to make the EIP platform's members participate in the "game" defining combinations of Rules/Incentives and providing positive incentives.
- It would be interesting to extend the engineering of the concept from Mobility to Urban waste and less energy consumption at home (e.g. electricity, gas).

## Platform services

MoveUs delivers an API toolkit offered as a platform extension in the form of light full services (REST) which will provide developers and third parties access to these services.

The figure above shows the Application Programming Interfaces (APIs) that were developed in addition to eMotion project APIs. The existing and functionally equivalent service types are highlighted with a red box for In-Time project, a blue box for Co-Cities project and a green box for MoveUs specific services. The asterisk identifies those categories extended on MoveUs.



The platform provides the following services for developers to test and use the resulting services of the MoveUs project:

- Feedback services
- GeoPos services
- Traffic services
- Incidence services
- PoI services
- Planner services
- Register services
- User services

The platform interface is available on the links below:

<https://moveus-paas.moveus-project.eu/MoveusInterface/index.jsp> (registered services).

<https://moveus-paas.moveus-project.eu/MoveusPublic/index.jsp> (anonymous services).

## Next events

 17th-19th October, 2016  
**MindTreck 2016, Tampere**  
 The city of Tampere will co-organize and participate in the Eurocities Mobility Forum meeting at the event.

 1st December, 2016  
**Annual POLIS Conference, Rotterdam**  
 EMT will give a presentation about the MoveUs project at the conference.

 24th November, 2016  
**MoveUs final review, Genoa**  
 The final review of the project will be held in Genoa to present the final results of MoveUs project to the European Commission.



## Past events

-  July 2016  
**IBTTA Summit on all electronic tolling, Boston, USA**  
MoveUs project was disseminated at the event
-  3rd August, 2016  
**Tampere final workshop with users**  
The city of Tampere organized the final event with MoveUs users and presented the MoveUs App test results for Tampere
-  13th September, 2016  
**General Assembly in Madrid**  
MoveUs had its last General Assembly in Madrid to review the status of the different work packages and developments and also set the plan for the final review of the project
-  14th September, 2016  
**MoveUs final event in Madrid**  
The final event of MoveUs project for Madrid city involved the presentation of the overall results of the project to the city stakeholders
-  19th September, 2016  
**MoveUs final event in Genoa**  
The final event of MoveUs project for Genoa city involved the presentation of the overall results of the project to the city stakeholders
-  20th September, 2016  
**MoveUs final event in Tampere**  
The final event of MoveUs project for Tampere city involved the presentation of the overall results of the project to the city stakeholders during the European Mobility week
-  20th-23rd September, 2016  
**INNOTRANS, Berlin (Alemania)**  
MoveUs project was disseminated at the event
-  28th-30th September, 2016  
**CIVITAS, Poland**  
MoveUs incentive concept was presented at the event



## MoveUs at a glance

Full Name:	ICT Cloud-based Platform and Mobility Services: Available, Universal and Safe for all Users
Call:	FP7-SMARTCITIES-2013
Duration:	36 months (Oct. 2013 - Sept. 2016).
Website:	<a href="http://www.moveus-project.eu">www.moveus-project.eu</a>
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Countries:	Spain, Italy, Finland



## Partners



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



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