

# PROJECT FACTSHEET

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## MUV

MUV raises citizen awareness on the quality of the urban environment to promote a shift towards more sustainable and healthy mobility choices.



MUV  
MOBILITY URBAN VALUES

### Inspiration

Energy sustainability in urban areas has become, in recent years, an increasingly topical issue everywhere in the world. In the European Union, specifically, the majority of urban areas are affected by a series of common troubles. Traffic congestion, noise and air pollution, the uncontrolled urban spread, as well as social exclusion and road safety, are all issues causing the need for a more sustainable urban development.

MUV's objective is to trigger behavioral change, i.e. to make people shift to more sustainable and healthier lifestyles, creating awareness on the positive externalities of green mobility and encouraging the use of active/public/shared mobility modes with a gamification approach and site-specific reward schemes co-created with all the relevant stakeholders.

### Innovation

MUV (Mobility Urban Values) levers behaviour change in local communities in an entirely novel approach. Rather than focus on infrastructure, it raises citizen awareness on the quality of the urban environment to promote a shift towards more sustainable and healthy mobility choices.

The technological ecosystem is crucial in this H2020 project. It integrates three components: a mobile and wearable app, a distributed network of environmental monitoring stations and a scalable cloud platform to collect, aggregate and analyse data. The massive amount of data collected throughout MUV communities feeds local planning and policy-making processes to develop frugal and effective urban mobility solutions. LIST will coordinate the development of the urban mobility management platform, i.e. a cloud platform that will connect the monitoring stations and the mobile and wearable application and seamlessly integrate with the existing government information systems.

MUV will experiment its innovative approach on a representative sample based on six diverse urban neighborhoods in Belgium, the Netherlands, Spain, Portugal, Italy and Finland. Creativity and artistic design maximize local impact and the diffusion of project results beyond the communities directly involved.

### Impact

MUV's ground-breaking approach thus achieves sustainable mobility through a blend of methods: co-creation, awareness raising, gamification, reward systems, new forms of communication, artistic design, ICT and data science, additive manufacturing, and open governance. Real impact is measured with an evidence-based approach to maximize economic viability and Social Return On Investment (SROI) and drive replicability and the scaling up and out of MUV solutions.

### Partners

PUSH (IT) , Istituto Superiore Mario Boella (IT) , BaG! Consulting Ida (PT) , LUCA School of Arts (BE) , Fundacio Privada i2Cat (ES) , Forum Virium Helsinki (FI) , Município do Fundão (PT) , Aalborg Universitet (DK) , Comune di Palermo (IT) , Stichting Waag Society (NL) , Institut Municipal d'Informàtica de Barcelona (ES) , Stadsbestuur van Gent (BE) , City of Amsterdam (NL)

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