



Project co-financed by the European
Regional Development Fund

Promoting citizens' active involvement in the development of Sustainable
Travel Plans in Med Cities with Seasonal Demand

MOTIVATE project description



Presenter:
Alexia Spyridonidou



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Priority Axis 2: Low carbon economy



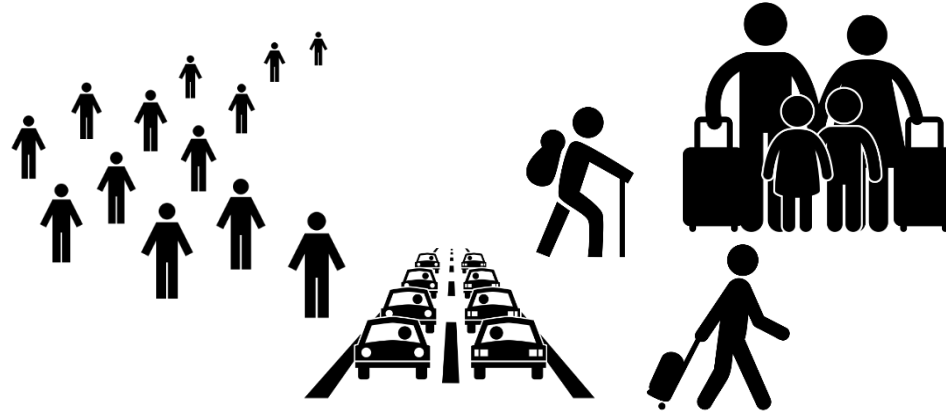
**Fostering low-carbon strategies and energy efficiency in
specific MED territories: cities, islands and remote areas**

Specific Objective 2.3: To increase capacity to use existing low
carbon transport systems and multimodal connections among
them.

MOTIVATE challenges

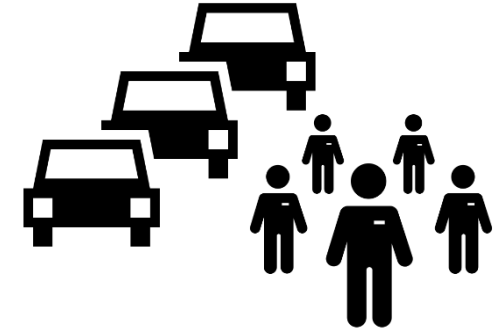
- Areas with seasonal demand

High season



High transport demand at
specific periods

Low season



Adapt to residents' needs in
the remaining time

- Low adaptation in
Sustainable Mobility



Goal

- ☐ Take **Sustainable Urban Mobility Plans (SUMP)** development one step further, focusing in areas with seasonal demand because of tourism
- ☐ Capture and address the needs as defined by the residents & tourists through the use of technology – social media
- ☐ Cover the high and low season needs with sustainable transport means



2 Scientific Experts

**AEGEA (Aegean Energy
and Environment
Agency)**

CERTH/ HIT
(Center of research and
technology Hellas/ Hellenic
institute of transport)

1 Technical consultant

MemEx Srl

1 Public transport operator

Tiemme Spa
(Sienna)

5 Pilot cities

Almada



Ioannina



Rhodes



Larnaca



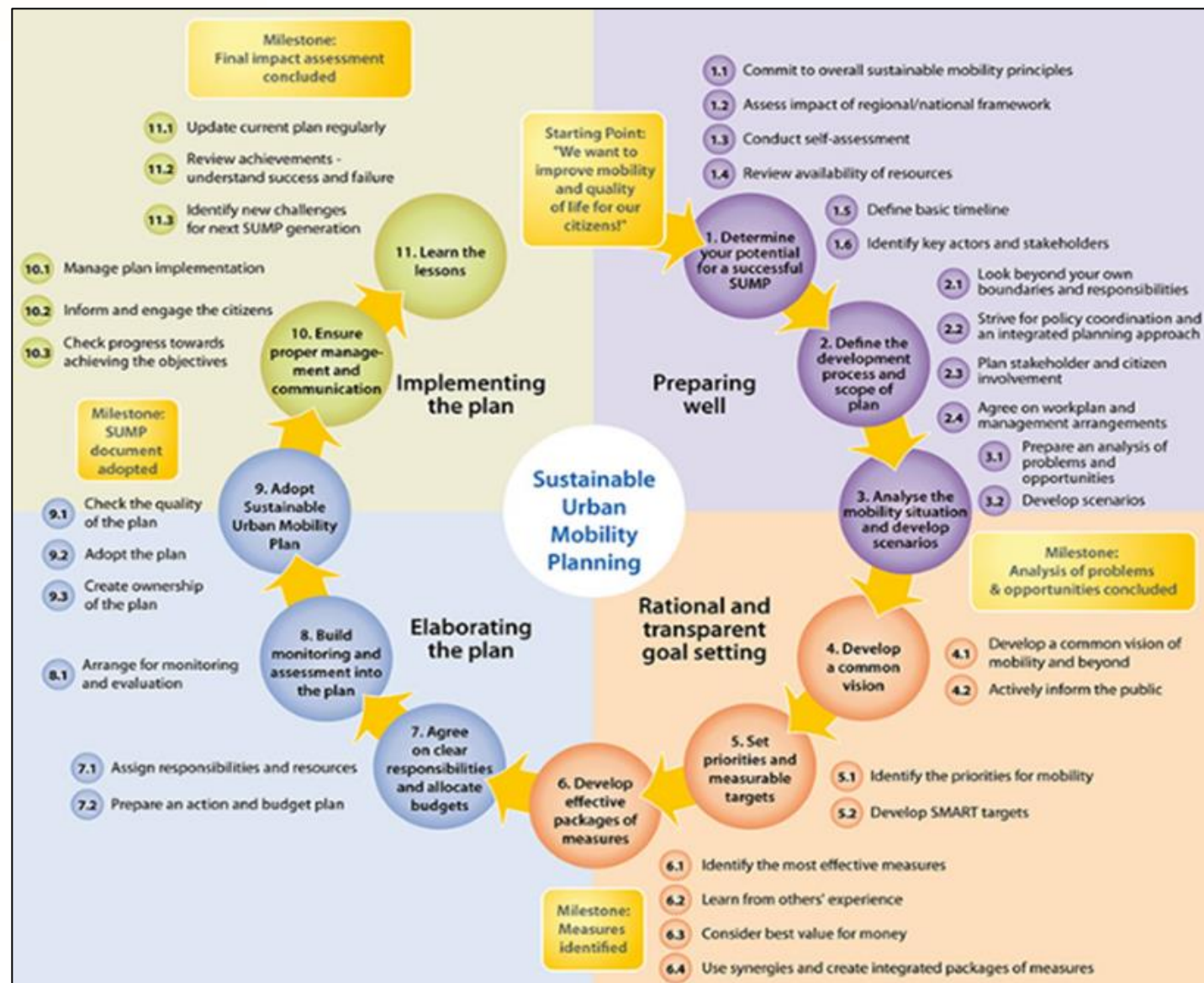
Sienna



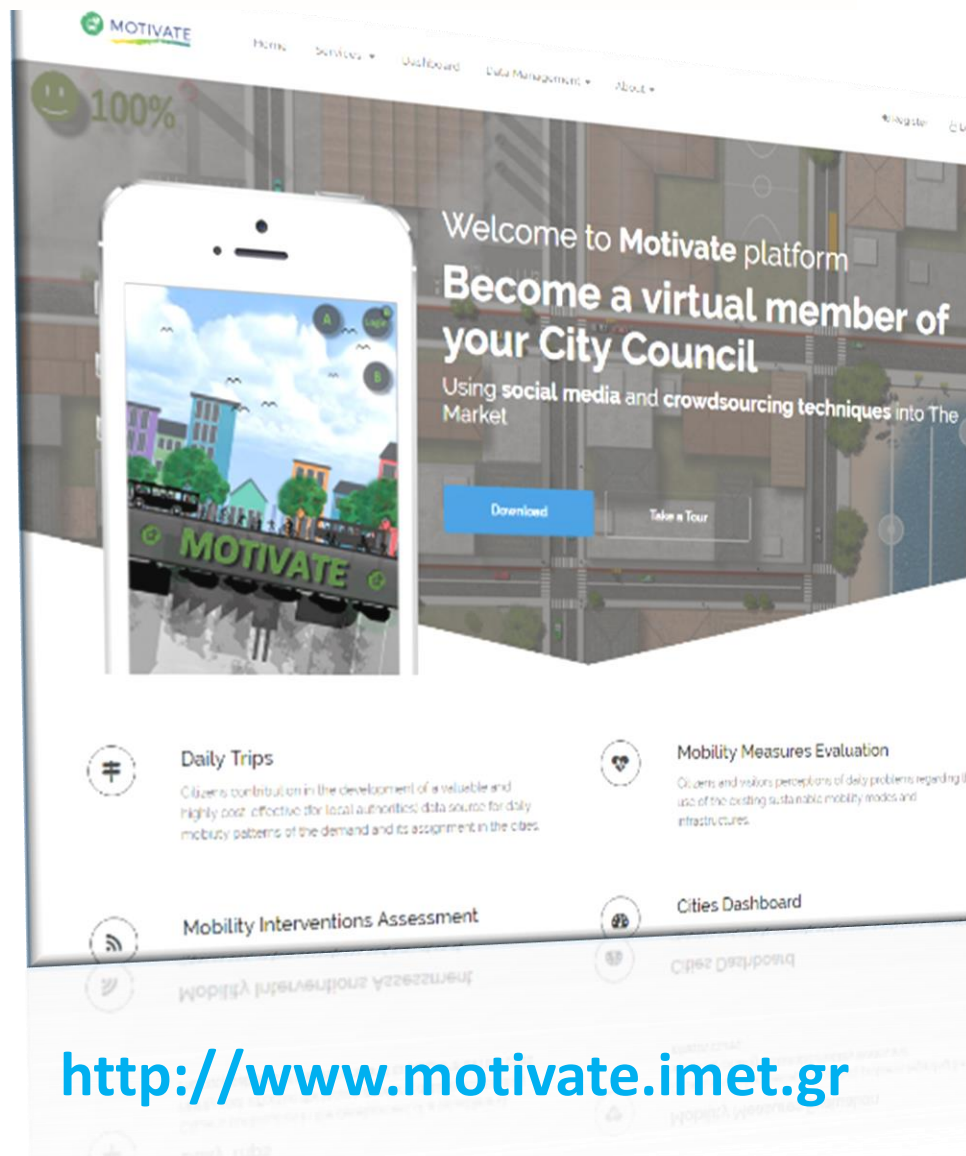
2 Associate partners

**DAFNI Network of Sustainable
Aegean and Ionian Islands**

**Municipal Company of
Transports (RODA)**



MOTIVATE Platform



Welcome to Motivate platform
Become a virtual member of your City Council
 Using social media and crowdsourcing techniques into The Market

[Download](#)
[Take a Tour](#)

Daily Trips
 Citizens contribution in the development of a valuable and highly cost-effective for local authorities data source for daily mobility patterns of the demand and its assignment in the cities.

Mobility Measures Evaluation
 Citizens and visitors perceptions of daily problems regarding the use of the existing sustainable mobility modes and infrastructures.

Mobility Interventions Assessment

Cities Dashboard



Welcome to Motivate platform
Become a virtual member of your City Council
 Using social media and crowdsourcing techniques into The Market

Planning social media and crowdsourcing techniques to stimulate the value of existing Sustainability Measures with seasonal demands

CITIZENS INVOLVEMENT IN CITIES DECISIONS
 The project involves the society in the procedure of transport data collection and management and in the evaluation of measures and policies through the exploitation of social media and applications used for:

- Collecting Travelers' mobility habits & needs
- Providing personalized notifications
- Promoting sustainable mobility interventions
- Achieving awareness
- Involving travelers in a long lasting and effective open dialogue

[More information](#)

Download Motivate Apps at:
[Google Play](#)
[App Store](#)

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Download Motivate Apps at:



<http://www.motivate.imet.gr>

5 use-cases connected to certain SUMP actions

A) The routes/ travels of the user will be captured

No3/No8 of SUMP cycle

B) The urban mobility measures/ policies and infrastructure will be assessed

Step No3 of SUMP cycle

C) The importance of the proposed plans to be developed in the city will be evaluated

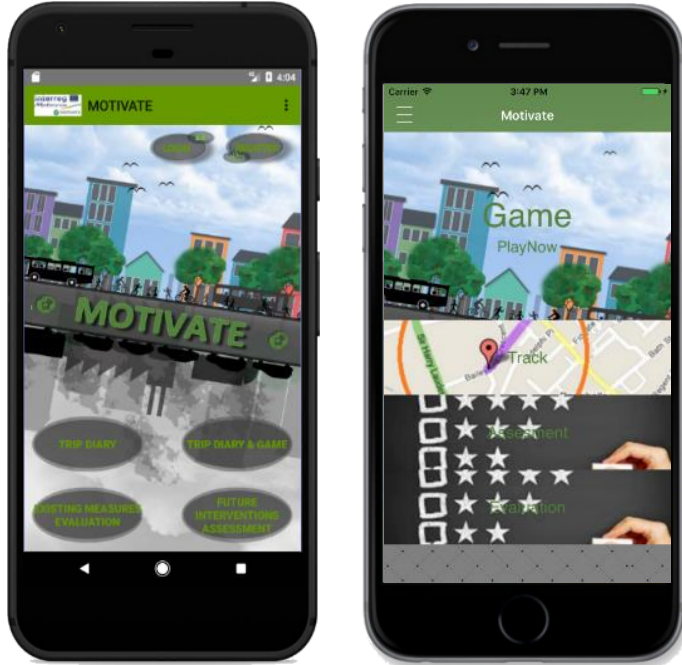
Step No4 of SUMP cycle

D) The travelers will be constantly informed and sensitized regarding sustainable mobility

Step No2/No4/No9/No10 of SUMP cycle

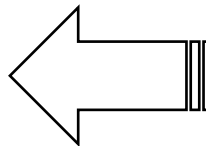
E) Sustainable mobility will be actively promoted

MOTIVATE contribution in SUMP



- Knowledge transfer to **Authorities** regarding gamification and social media use as channels for transport data collection
- Development of mechanisms/ techniques for the **opinion collection of the travelers**
- Development of a mechanism for **monitoring and evaluating the sustainable transport infrastructure and policies**
- **Awareness building and sensitization of residents and tourists** regarding the benefits of sustainable mobility

Actions of pilot cities of MOTIVATE



Ioannina
Rhodes

**Evaluation of sustainable mobility
measures under development**



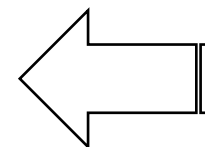
**Evaluation of existing/
future transport
infrastructure and policies**



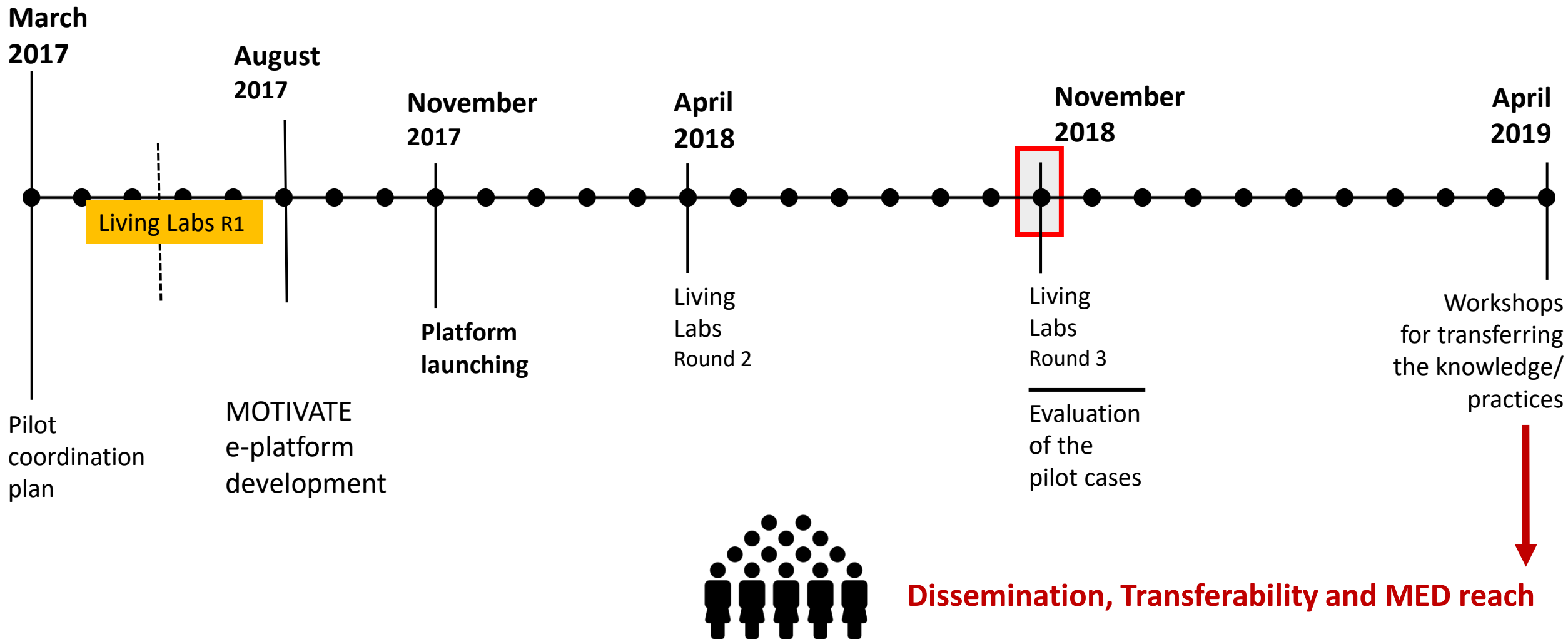
**Origin-Destination data
collection**



**Promotion of
sustainable mobility**



ALMADA
DUBROVNIK
IOANNINA
RHODES
LARNACA
SIENNA





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Any questions?

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