



CirCle 2019

Challenges for the Islands in the era of the Circular Economy

MOTIVATE PROJECT

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Larnaca Municipality

Under the auspices of



SMile 2019

6th Sustainable Mobility & Intelligent Transport conference





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**Challenges
for the Islands
in the era of
the Circular Economy**

under the auspices of



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: e-Platform

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conference**





About the Project

- Funded by: INTERREG MED
- Budget: 1,8 million €
- Duration: 30 months

Priority Axis 2: Low carbon economy



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



What we aim to:

To motivate citizens towards participatory planning. Help your Municipalities assess the available mobility measures and design the future steps. Use the developed App or Platform to give your feedback and become the **#voiceofyourcity** !!!





MOTIVATE Partnership

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)





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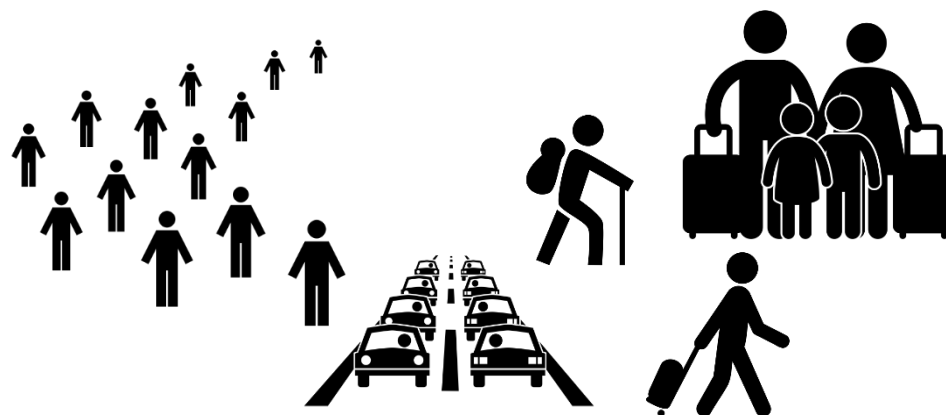
under the auspices of



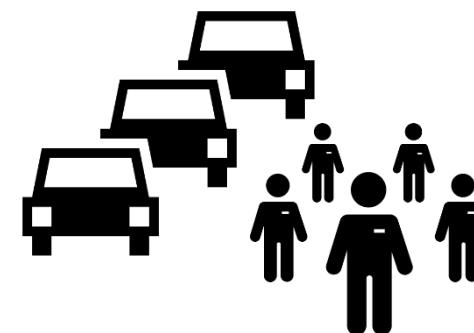
MOTIVATE challenges

- Areas with seasonal demand

High season



Low season



- Low adaptation in Sustainable Mobility

High transport demand at specific periods

Adapt to residents' needs in the remaining time



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Welcome to **Motivate** platform

Become an active member of mobility planning in your city

Exploiting the power of **social media** and **crowdsourcing** techniques

MOTIVATE aims at:

- Supporting the participatory approach of decision making process
- Providing insight into real travelers' needs
- Increasing citizens' interest in mobility planning
- Transforming citizens into active agents of Sustainable Mobility adoption
- Raising awareness in Sustainable Mobility

MOTIVATE provides

- Raw Data feed to the cities
- 1st level cities status overview
- Citizens/Visitors opinions



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



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What is MOTIVATE Platform

- **What is MOTIVATE Platform**

- MOTIVATE Platform is a cloud based services providing tool for cities that collects data and provides 1st level overview to the cities of daily trips and citizens opinions

- **How can it be used by end users**

- It can be used from various sources like web and mobile devices

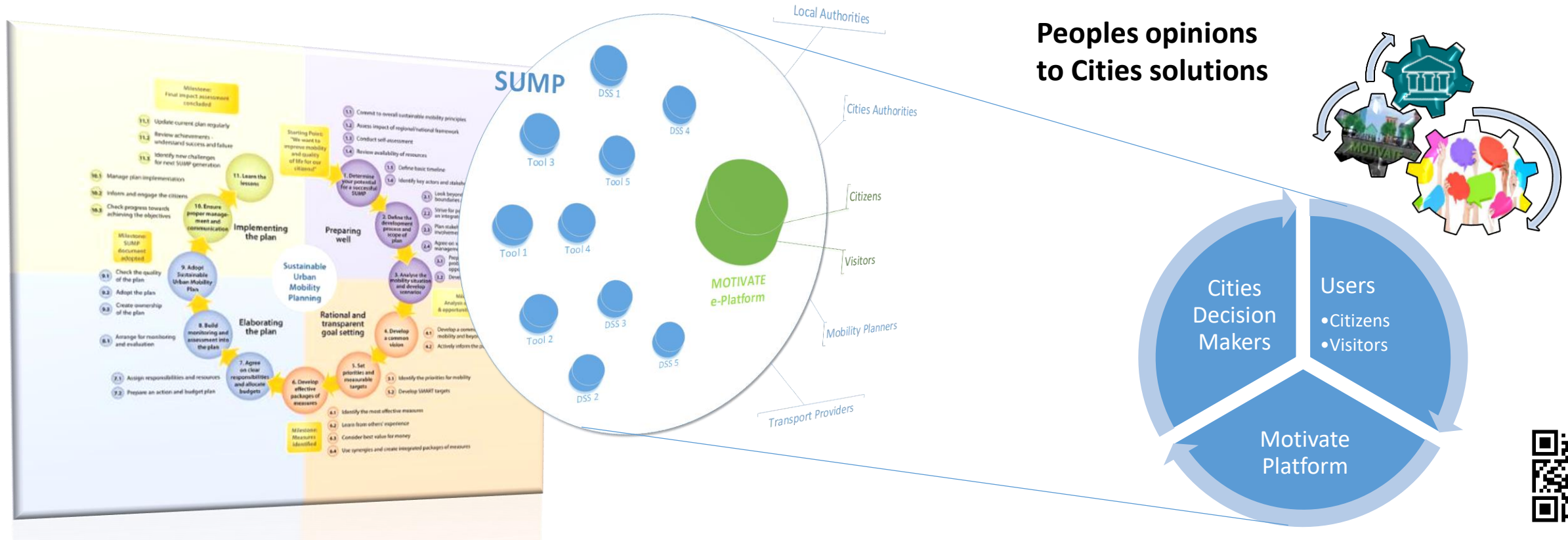
- **Where from can it used**

- It can be used over web browsers, smartphones, tablets either iOS or Android





MOTIVATE as SUMP Instance

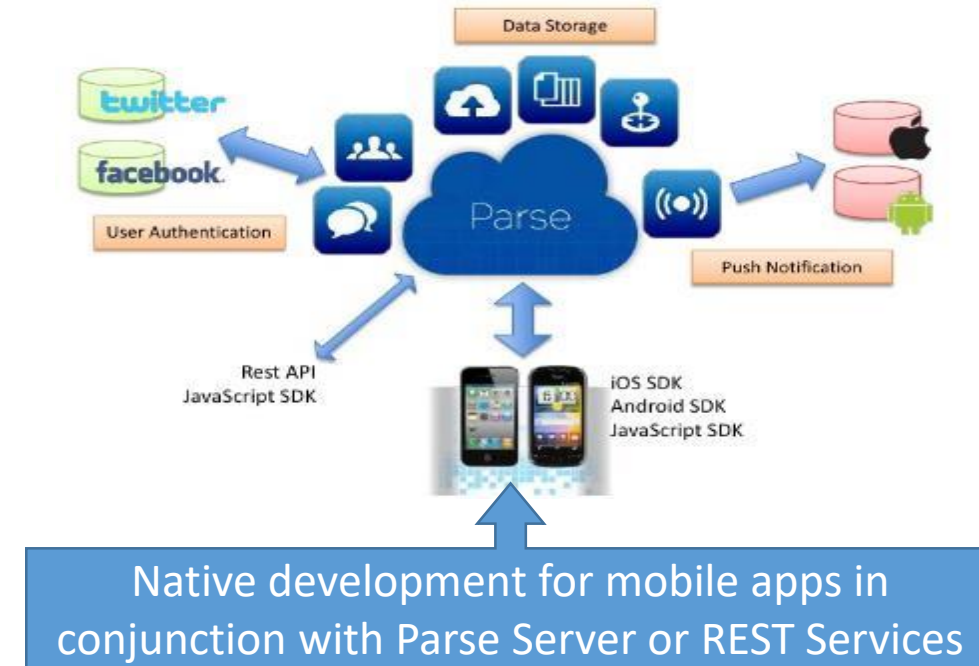
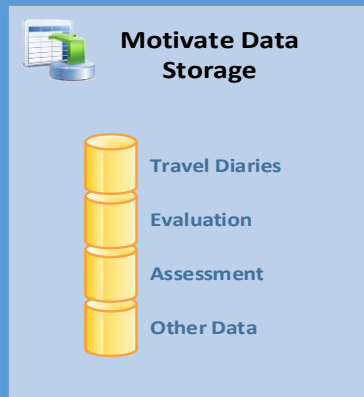




Technological Approach

- Conceptual Design

MOTIVATE e-Platform

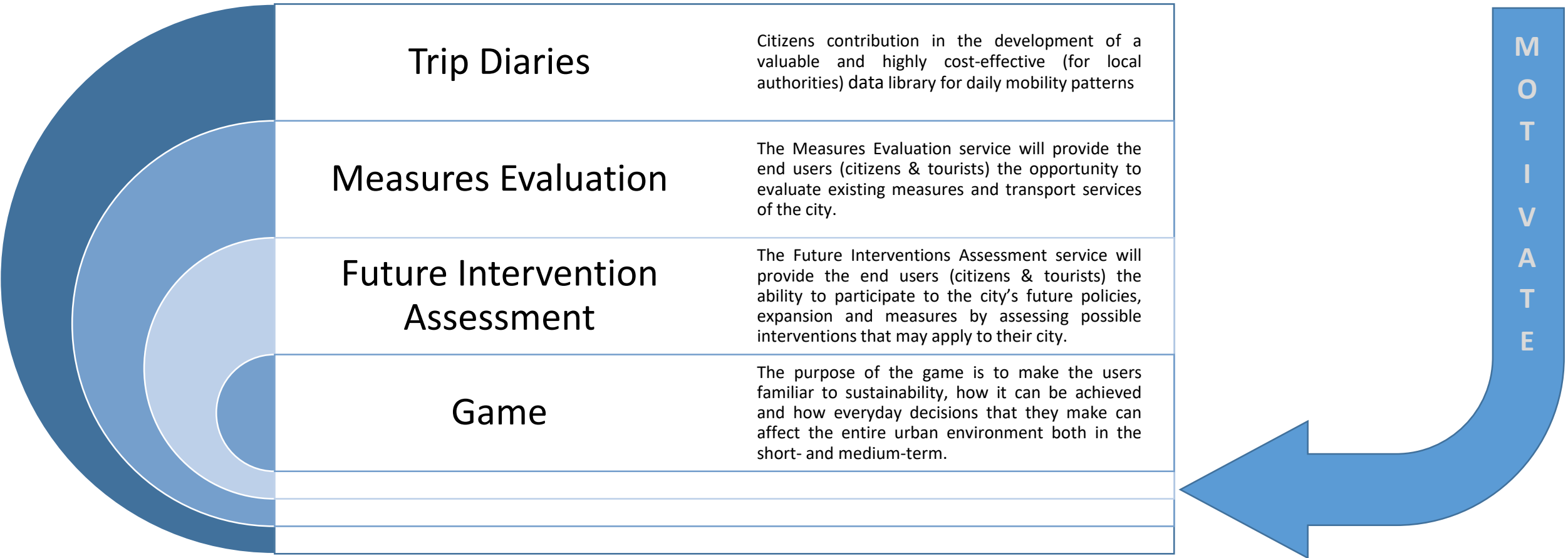


Multiple platforms support:
iOS, Android, .NET, JavaScript, Xamarin, PHP,
OS X, tvOS, Unity, Others





Services





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Users

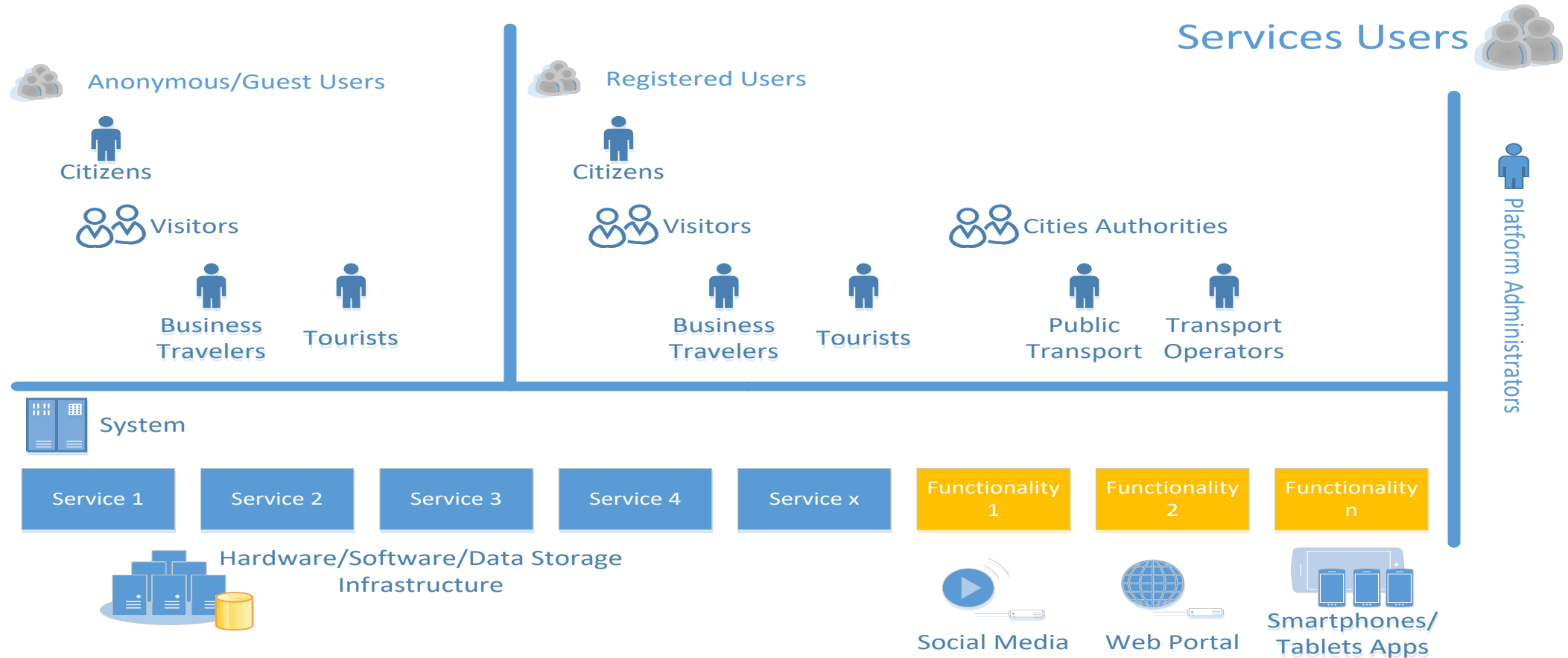
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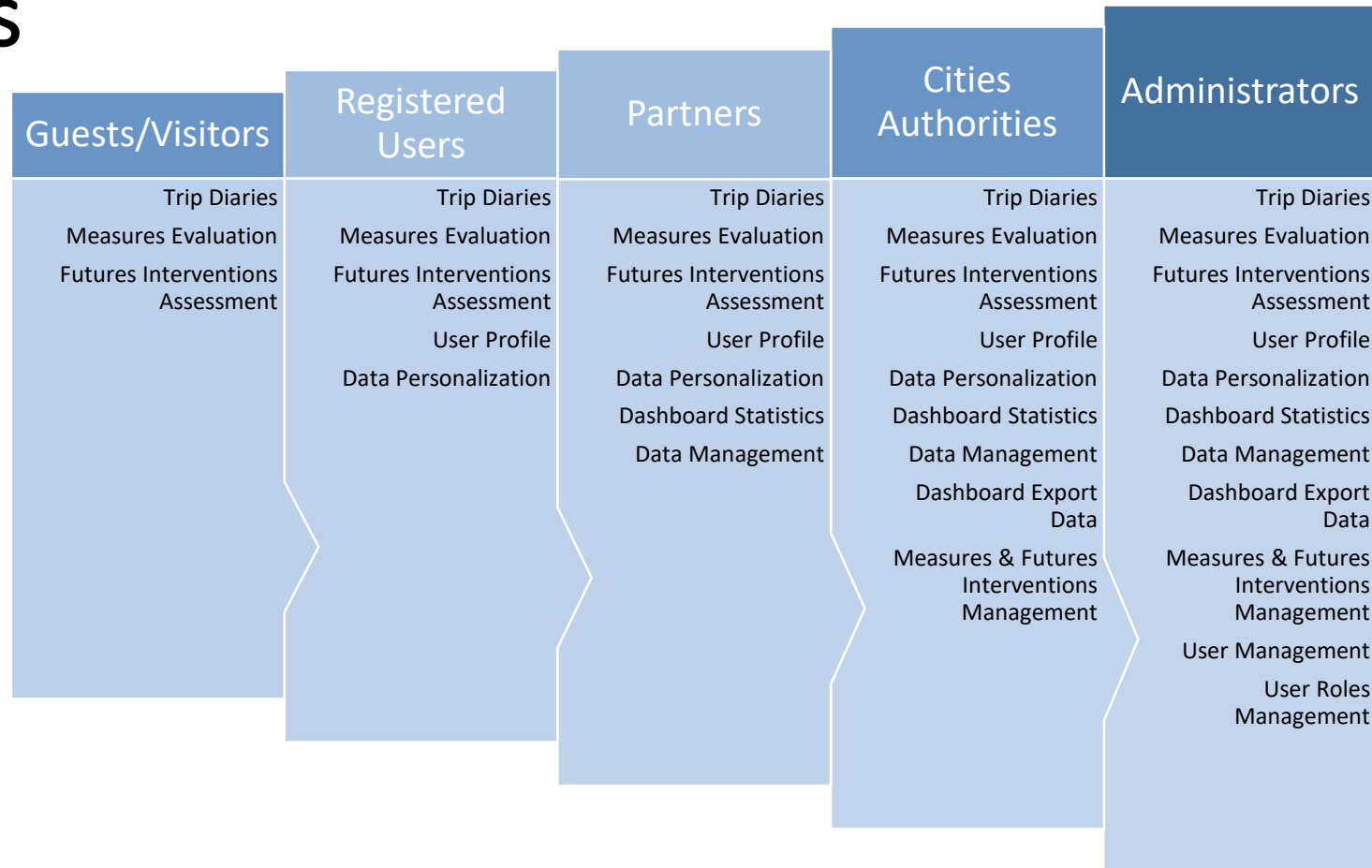


e-Platform Actors





Platform Roles





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Web Platform

www.motivate.imet.gr



Web Portal

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MOTIVATE

Home Services Dashboard Data Management About

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 reliable 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

Cities Dashboard

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](#)

CITIZENS INVOLVEMENT 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

Download Motivate Apps at:

[Google Play](#) [App Store](#)

under the auspices of

ENV **MOVE**

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:

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[GET IT ON Google Play](#) [Download on the App Store](#)

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Trip Diaries I



Home Services ▾ Dashboard Data Management ▾ About ▾ Admin ▾

AndreasK Log off

SERVICES / TRIP DIARIES

Trip Diaries

Cities

Cities Boundaries


Common Data

Mobility Measures & Future Interventions


Trips To Cities

Info Messages


Data Overview




Add Trip



Frequent Trip



Trips List



Dashboard

O-D Collector

Frequent Trips

Register Users O-D Preview & Download Data

Overview O-D Statistics





Trip Diaries II

Origin

Search Address

Origin Address/Location
Vasileos Konstantinou 53-55, Neapoli 567 28, Greece

Geolocation (My location)

Departure Date & Time
20/06/2017 00:44

Clear Origin

Destination

Destination Address/Location
25is Martiou 116, Thessaloniki 542 49, Greece

Clear Destination

Departure Date & Time
20/06/2017 00:44

Optional fields:

- Home/Visitor
- Year Visited
- Season Visited
- Gender
- Age Group
- Working Status
- Educational Level
- Car Owner

Optional fields:

- Trip Name
- Trip Purpose
- Transport Mode
- Reason choosing T.M.

Map presenting/selecting Origin & Destination (Auto geocoding applies)

Submit





Measures Evaluation

Optional fields:

- Home/Visitor
- Year Visited
- Season Visited
- Trip Purpose
- Gender
- Age Group
- Working Status
- Educational Level
- Car Owner

Measure properties for
evaluation

Measure selection for
evaluation

Properties evaluation
rating

Submit

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Future Interventions Assessment

Optional fields:

- Home/Visitor
- Year Visited
- Season Visited
- Trip Purpose
- Gender
- Age Group
- Working Status
- Educational Level
- Car Owner

Measure selection for assessment

Properties assessing rating

Measure properties to assess

Future Interventions Assessment

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

Countries: Portugal Cities: Amada Measures: Virtual Mobility Center

Were/Are you a visitor: ☐ No Visited Year: Select Year Visited Season: Select Season

Trip Purpose: Select Trip Purpose

Gender: Select Gender Age Group: Select Age Group

Working Status: Select Working Status Education Level: Select Education Level Car Ownership: ☐ No

Virtual Mobility Center

Will the information be useful?

Will the information cover your needs?

Are you going to be a frequent user of the system?

Do you believe that this system will increase the use of Public Transport?

Submit

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GET IT ON Google Play Download on the App Store





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Smartphone Apps

Google Play



App Store



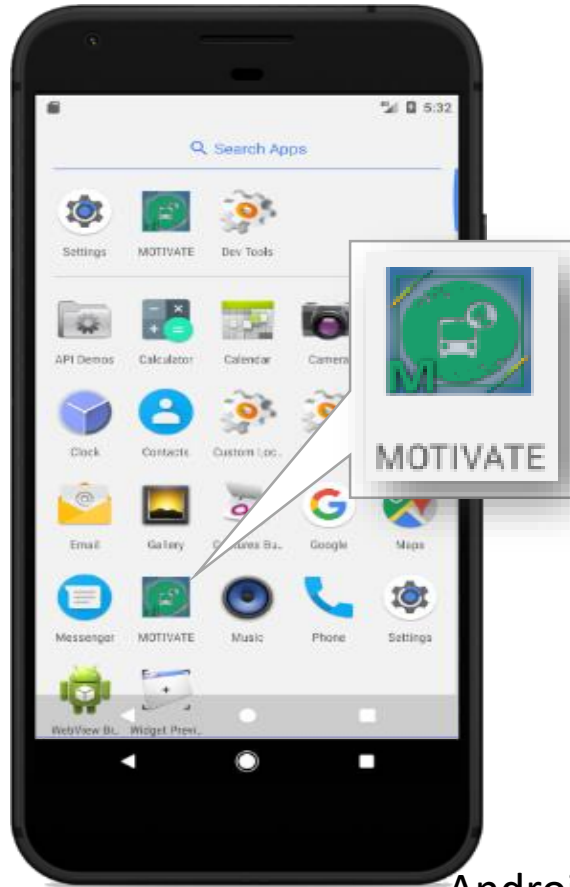
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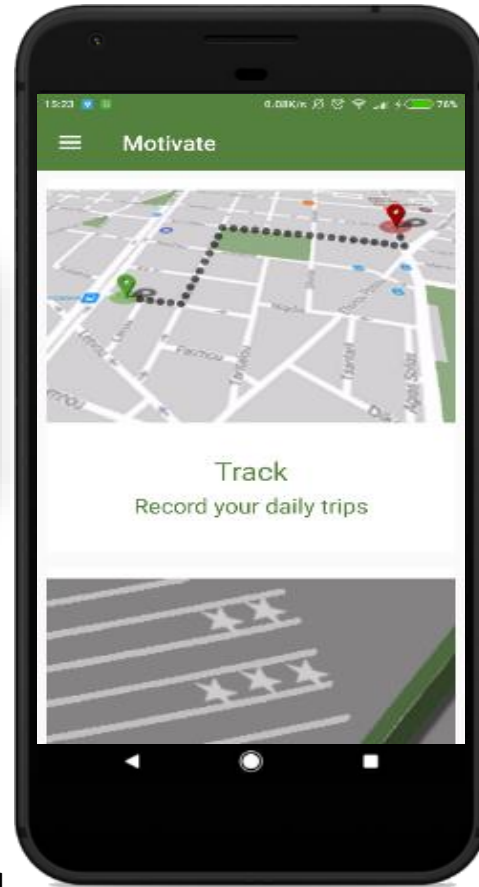




Apps



Android



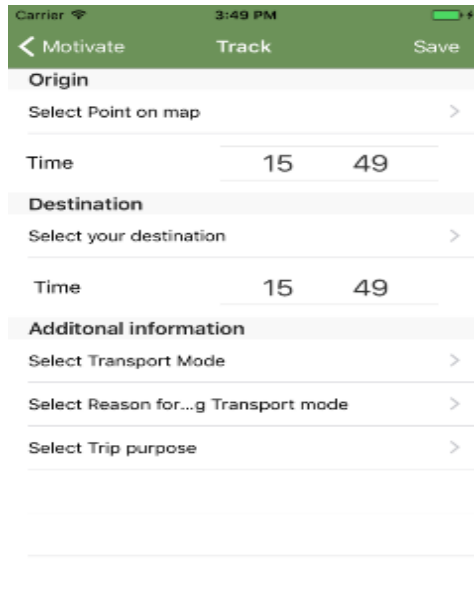
iOS



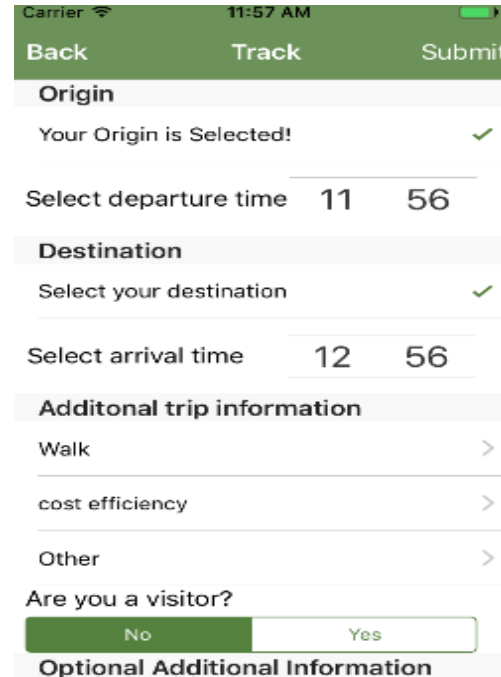
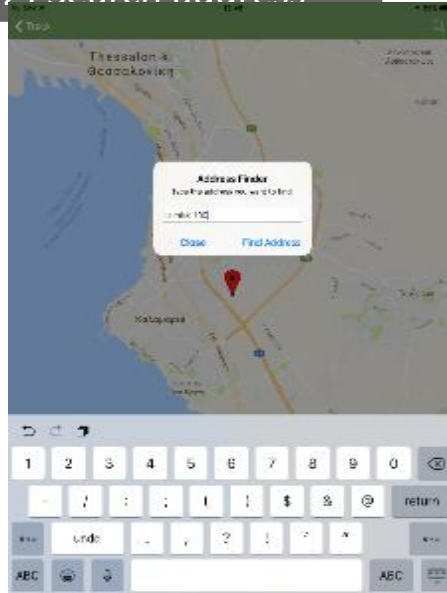


Trip Diaries III

Set points with 2 ways
1) tap on map
2) Search address

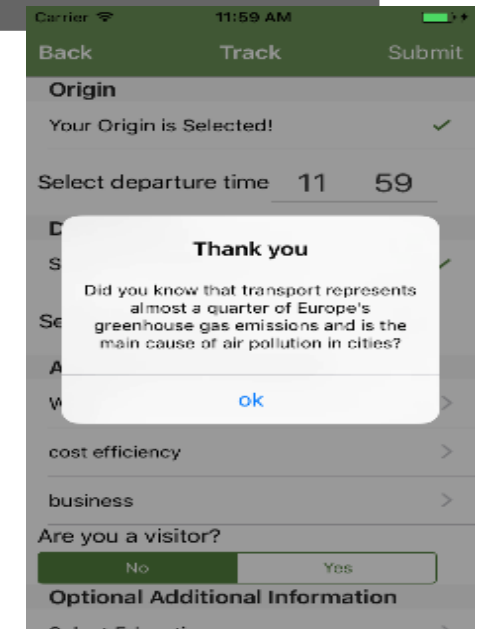


Set departure point and time(optional) and destination points and time(optional) .



Fill the other optional information and submit your trip.

Motivate informs you with sustainability tips and best practices.



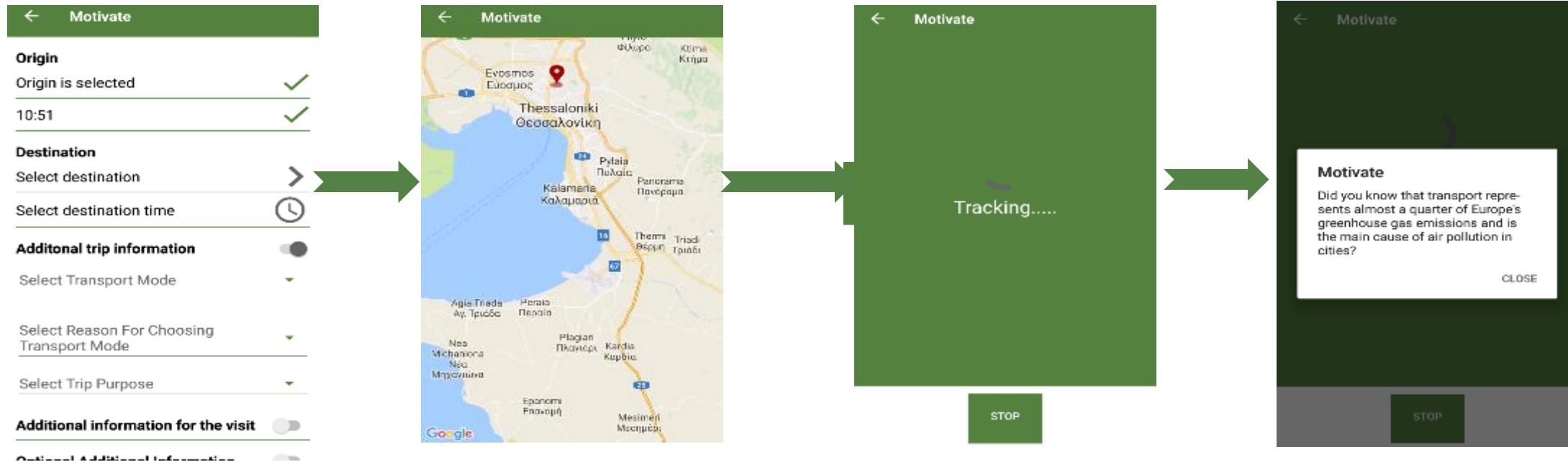
Submit Trip

i
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S





Trip Diaries IV



A
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d

Departure point and time is set via GPS information. Set destination point and time(optional) .

Set points with 2 ways:
1)tap on map
2) Search address

Fill the other optional information and start recording your trip.

Motivate informs you with sustainability tips and best practices.





Measures Evaluation - Future Interventions Assessment on Apps I

Carrier 3:49 PM

Back Assessment

Larnaca

Future parking system >

Virtual Mobility Center >

Select an assessment from
the list.

Carrier 3:49 PM

< Back Next

Future parking system
rating_stars_explanation

Do you think that Larnaca needs a controlled parking system?

★ ★ ★ ★ ★

Will the system cover your needs as designed?

★ ★ ★ ★ ★

Will the cost/hour be satisfactory?

★ ★ ★ ★ ★

Rate assessment's questions.

Carrier 3:49 PM

< Back Save

Optional Personal Information

Select Education >

Select a Profession >

Date of birth

Male Female Other

Own's Car Don't own's car

Optional Visitors Information

What year? 2017 2016

What season ?

Summer Autumn Winter Spring

For what purpose ?

Business Leisure Other

Fill the optional information
and submit your assessment.

i
O
S





Measures Evaluation - Future Interventions Assessment on Apps II

10:34 0.01K/s

← Motivate

Rhodes

Traffic Information System of Rhodes (DIAYLOS) >

Quality of Public Transport Services >

Select an evaluation from the list.

10:35 0.29K/s

← Motivate >

Traffic Information System of Rhodes (DIAYLOS)
Please express your overall perceived utility (where one star "Not at all useful" to seven "Very useful")

Is the information provided updated?
★ ★ ★ ★ ★ ★ ★

Is the information accurate and relevant?
★ ★ ★ ★ ★ ★ ★

Is the information easy to understand?
▲ ▲ ▲ ▲ ▲ ▲ ▲

Rate evaluation's questions.

10:35 0.25K/s

← Motivate

Optional Additional Information

Select Education

Select Profession

Birth Date
SELECT DATE

Select Gender

Car ownership?

Additional information for the visit

Select visit's year

Select visit's season

Fill the optional information and submit your evaluation.

A
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Basic Functions

Register

Log in

MOTIVATE

Home Services Dashboard Data Management About

100%

Welcome to Motivate platform

Become a virtual

12:50 0.01K/s

MOTIVATE

Login

Settings

About

Terms of use

No SIM

MOTIVATE

Home

marmor (Points:85)

Settings

About

Carrier 2:35 PM

email

password

Connect / Register

or

Login with Facebook

Continue as unregistered

Carrier 2:37 PM

Profile

Save

First Name

Last Name

Display Name

email

Select a City

Select Education

Select a Profession

Date of birth

Male

Female

Own's Car

Don't own's car





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Dashboard



Web Portal

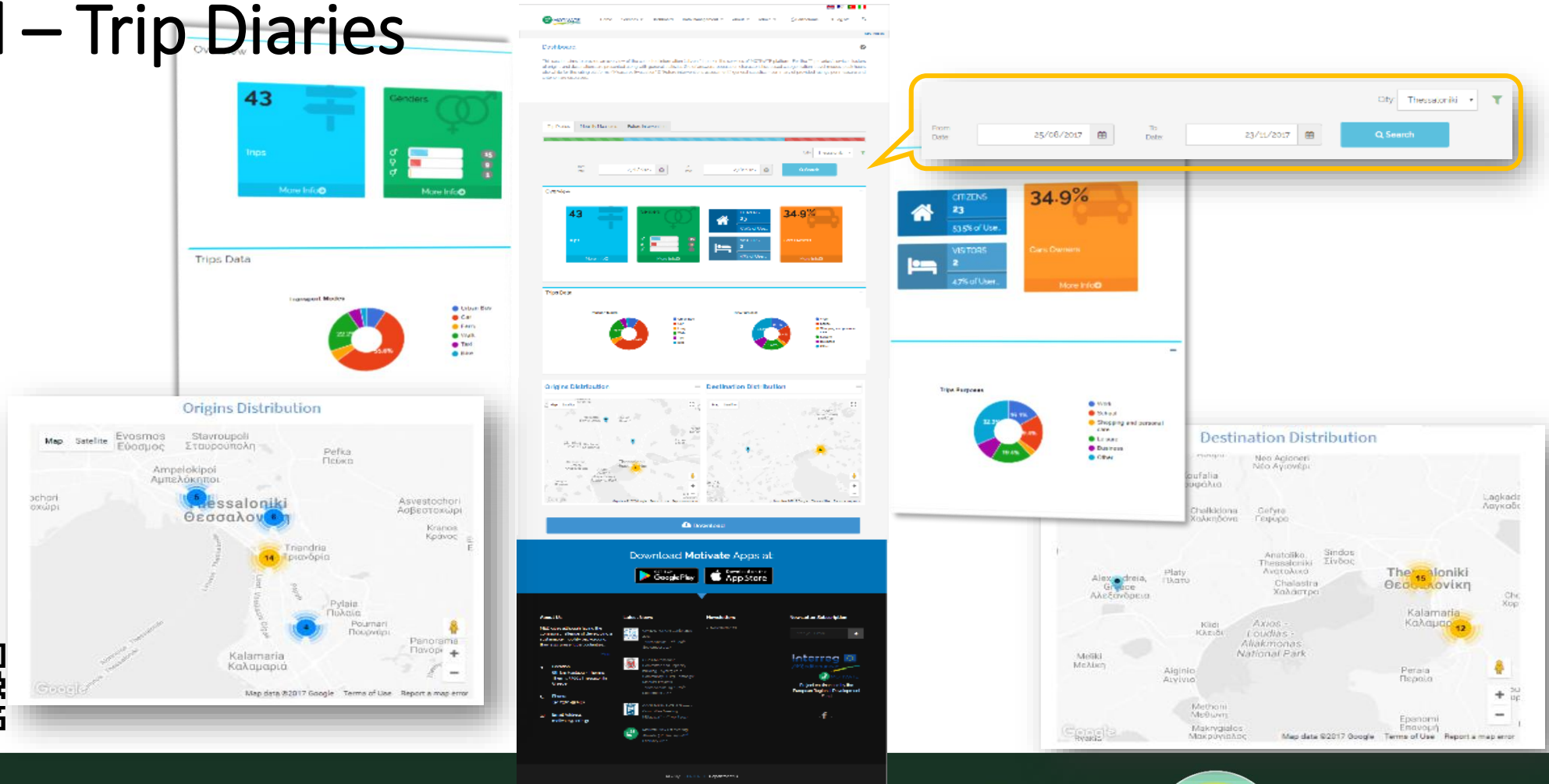
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Dashboard – Trip Diaries



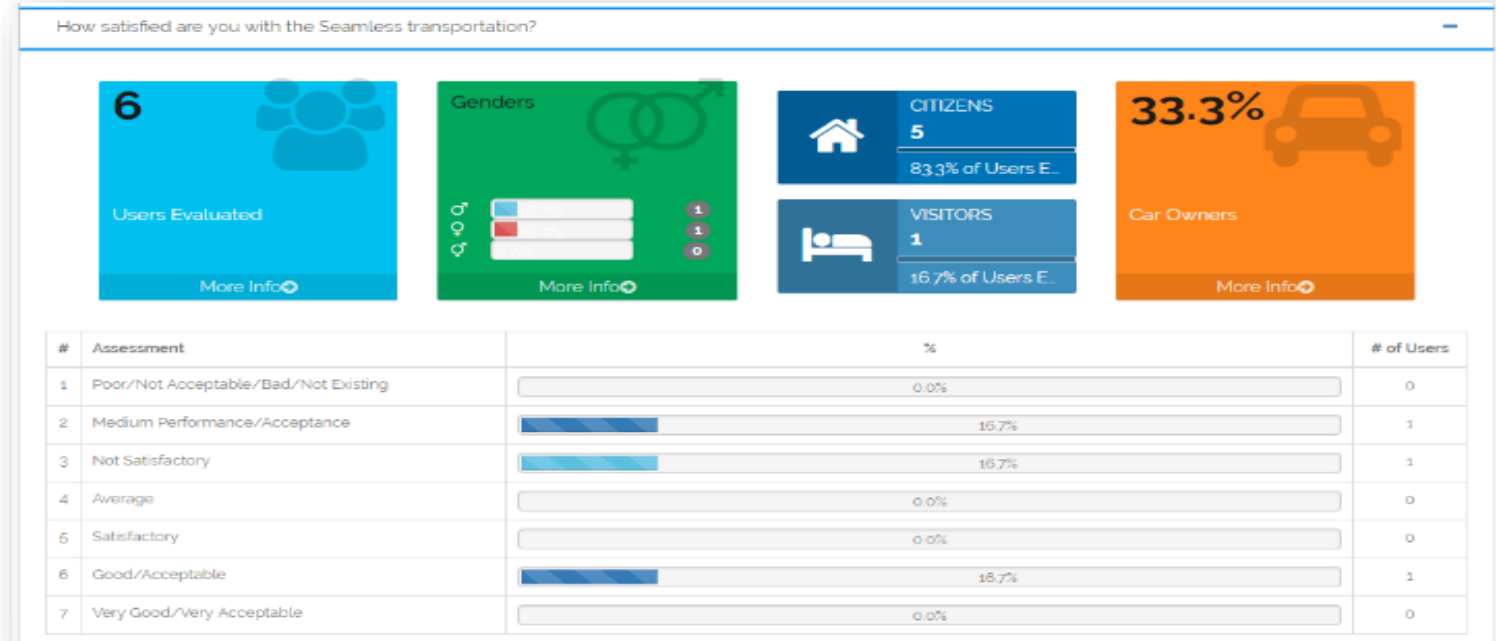
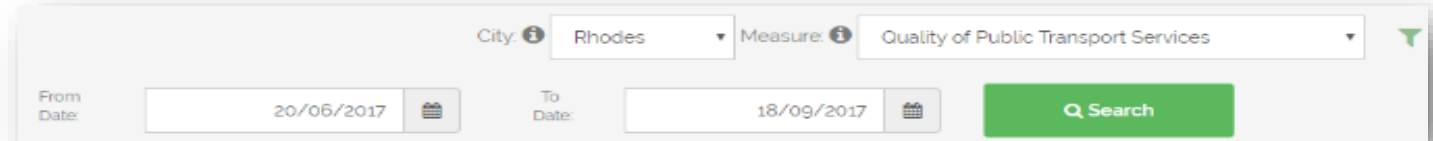
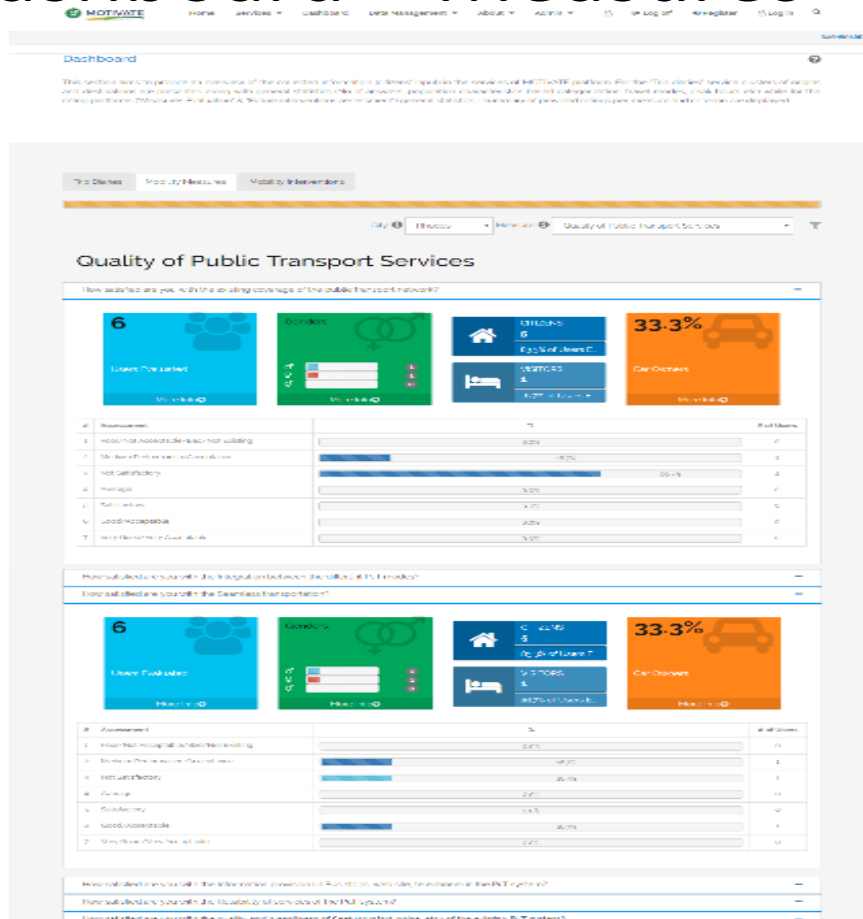


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Dashboard – Measures



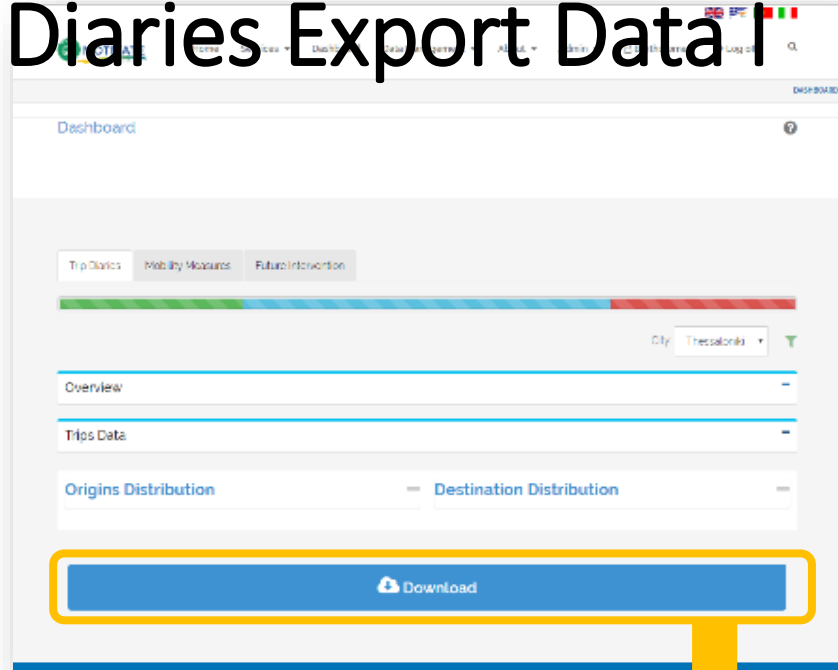
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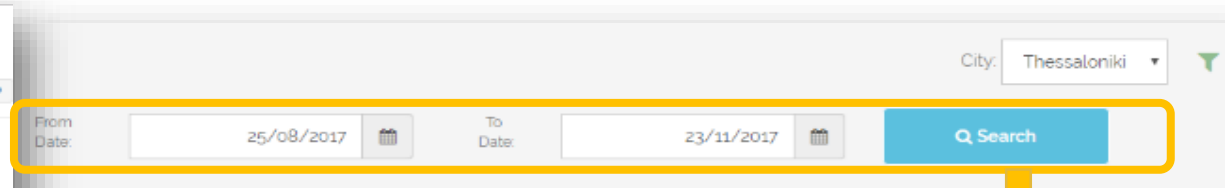




Trip Diaries Export Data



Export Data to Excel



Set Desired period

HA	AB	C	D	E	F	G	H	I	J	K	L	M	N	O
1	id	id	id	id	id	id	id	id	id	id	id	id	id	id
2	id	id	id	id	id	id	id	id	id	id	id	id	id	id
3	id	id	id	id	id	id	id	id	id	id	id	id	id	id
4	id	id	id	id	id	id	id	id	id	id	id	id	id	id
5	id	id	id	id	id	id	id	id	id	id	id	id	id	id
6	id	id	id	id	id	id	id	id	id	id	id	id	id	id
7	id	id	id	id	id	id	id	id	id	id	id	id	id	id
8	id	id	id	id	id	id	id	id	id	id	id	id	id	id
9	id	id	id	id	id	id	id	id	id	id	id	id	id	id
10	id	id	id	id	id	id	id	id	id	id	id	id	id	id
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13	id	id	id	id	id	id	id	id	id	id	id	id	id	id
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31	id	id	id	id	id	id	id	id	id	id	id	id	id	id
32	id	id	id	id	id	id	id	id	id	id	id	id	id	id
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46	id	id	id	id	id	id	id	id	id	id	id	id	id	id
47	id	id	id	id	id	id	id	id	id	id	id	id	id	id
48	id	id	id	id	id	id	id	id	id	id	id	id	id	id
49	id	id	id	id	id	id	id	id	id	id	id	id	id	id
50	id	id	id	id	id	id	id	id	id	id	id	id	id	id





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Integration

TIEMME Case

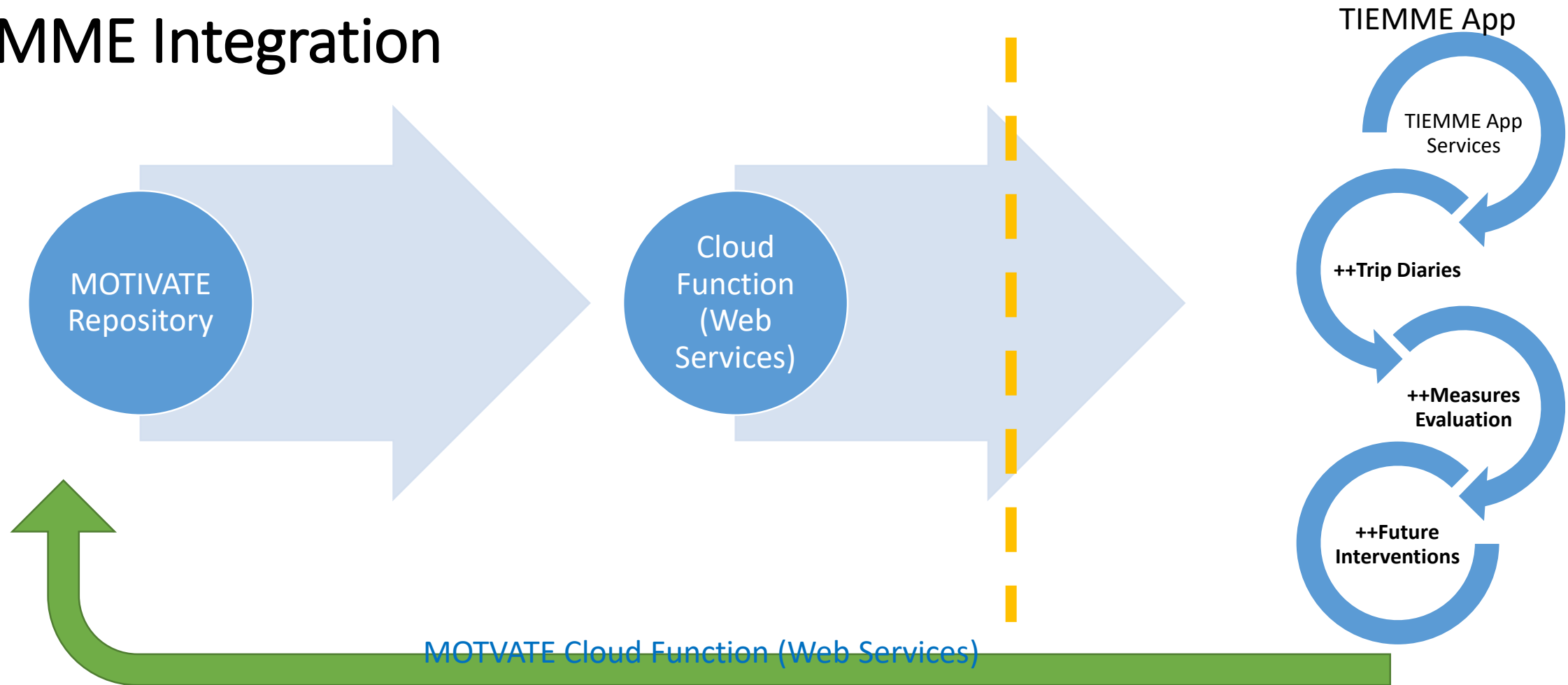
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TIEMME Integration





MOTIVATE Game

Google Play



App Store





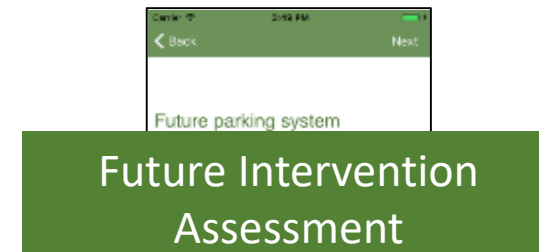
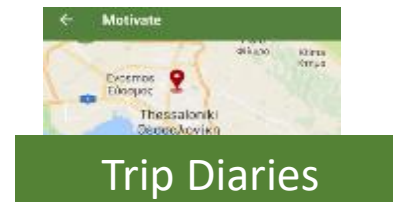
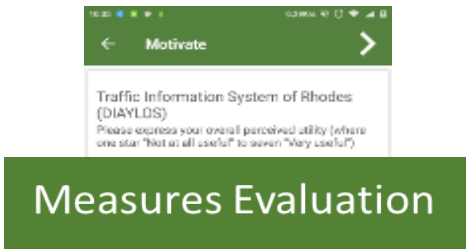
Game aims to MOTIVATE you for using sustainable modes of transport

Points Reward

Use the services, submit your data and collect points



Municipalities Awards





Points Summary

Earn Points

Move	Points
Registration	300
Optional registration information	200
Trip diaries	100 per trip
Measures evaluation	100 per evaluation
Measures assessment	100 per assessment

Spend Points

Move	Points
Add busses	500
Add walkways	300
Increase awareness	100





Game

Game is a simulation of an urban environment reflecting the citizens mobility in the city. In more detail, the environment is divided into residential and commercial, where people live and work respectively.

The user can intervene in the progress of the game if he has collected enough points:

- Increase/Decrease the number of busses
- Increase/Decrease the number of walkways
- Increase/Decrease awareness level



User's decision changes the city's characteristics:

- City Happiness
- City Health
- City Pollution level





Game Environment I

The game environment consists of the following elements

1. Game controls
2. Game information panels
3. Graphic elements (e.g roads, cars, building blocks)



Building block



car



pedestrian



bus



biker



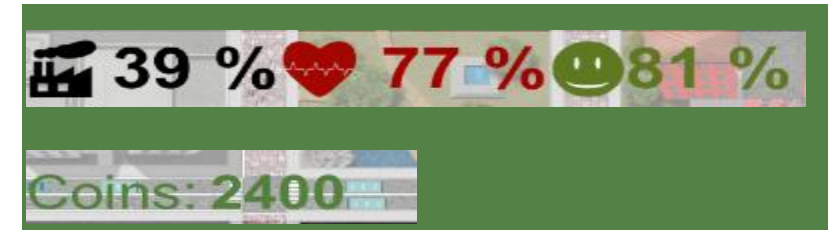
walkway



road



Game controls

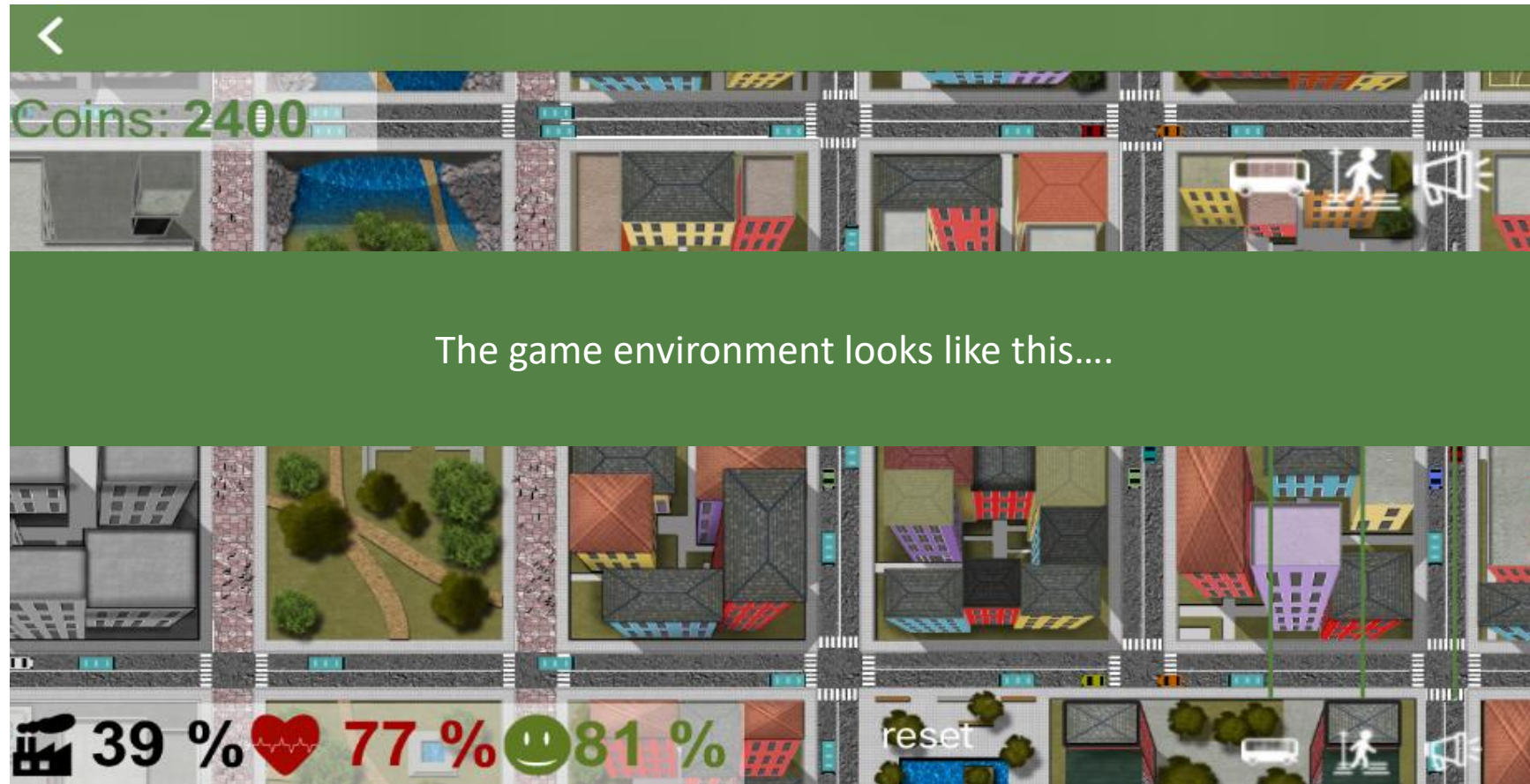


Game information panels





Game Environment II



The game environment looks like this....





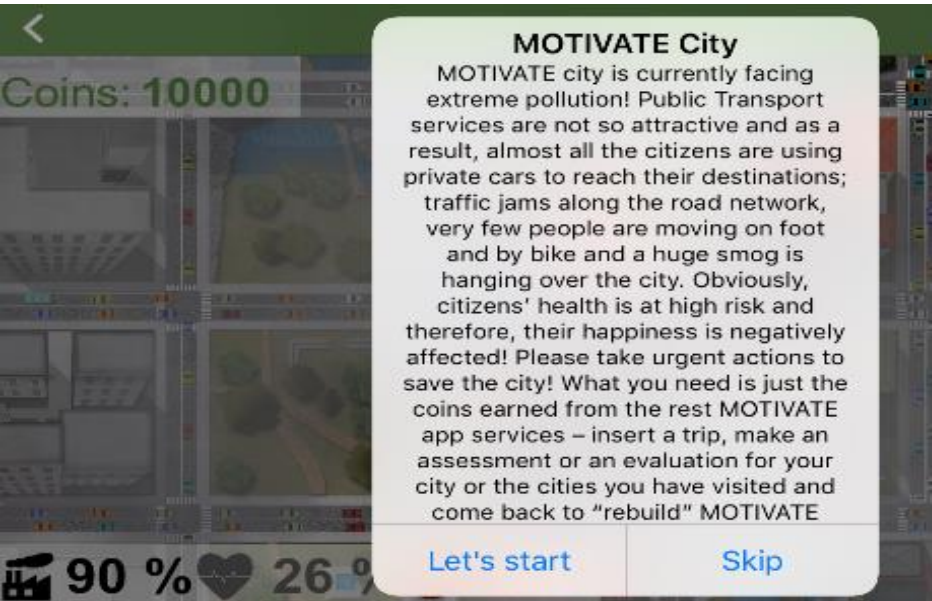
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Game tutorial



At the moment the game starts, the game presents an extensive tutorial.



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Game II



The game informs us if we are in the right path

Spend your points (coins) in order to make Motivate city more sustainable. The more points are spent the better the city gets.

The pollution of the city is decreasing as the health and happiness of the citizens grows





Game III





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

3 scientific experts
1 technical consultant
1 public transport operator
2 associate partners



5 pilot cities

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**Challenges
for the Islands
in the era of
the Circular Economy**

under the auspices of



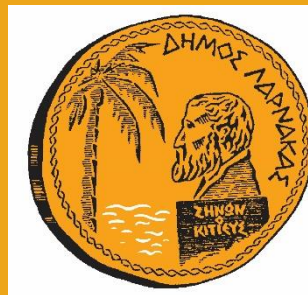
Questions / Discussions

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Thank you for your attention



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