



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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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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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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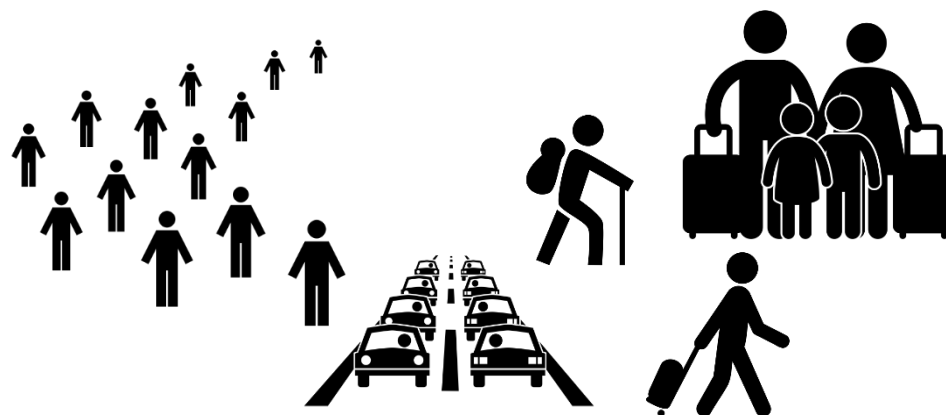
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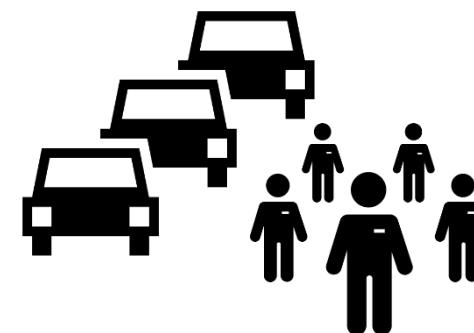
MOTIVATE challenges

- 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

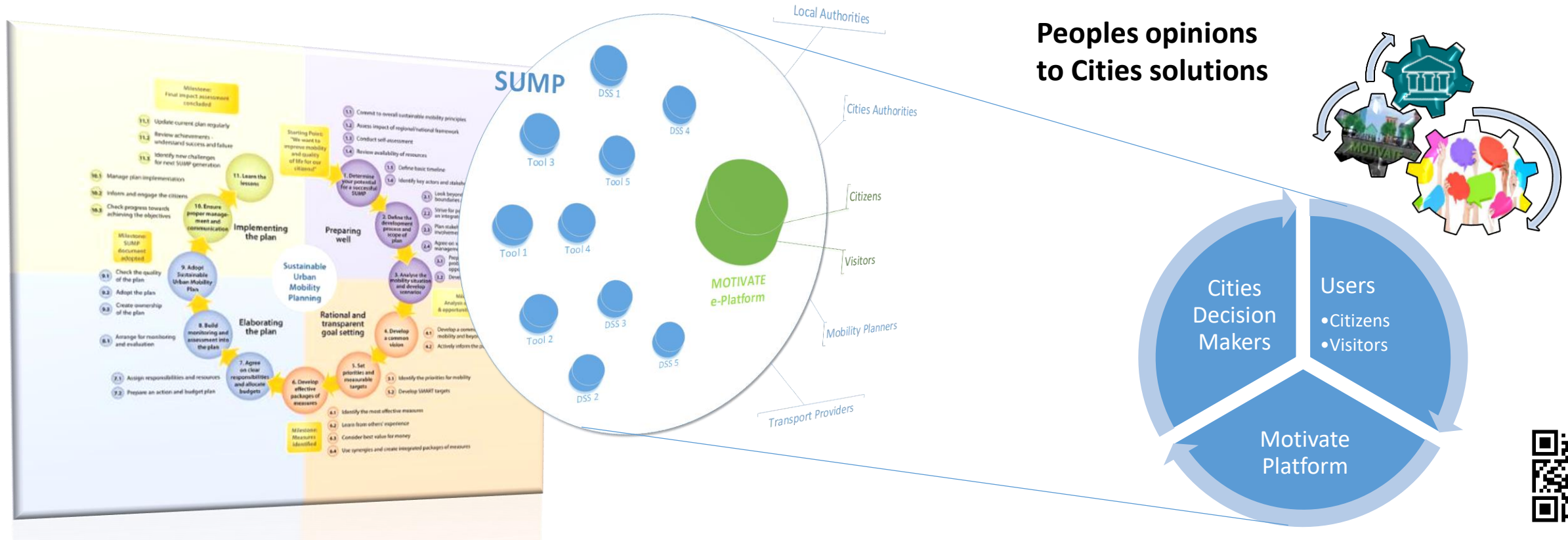
- **Where from can it used**

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





MOTIVATE as SUMP Instance

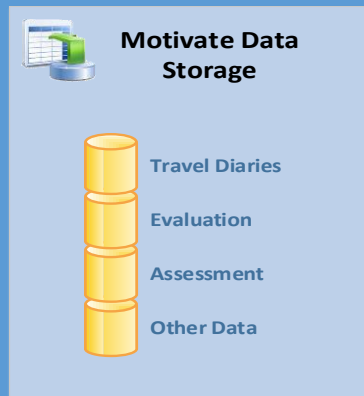




Technological Approach

- Conceptual Design

MOTIVATE e-Platform

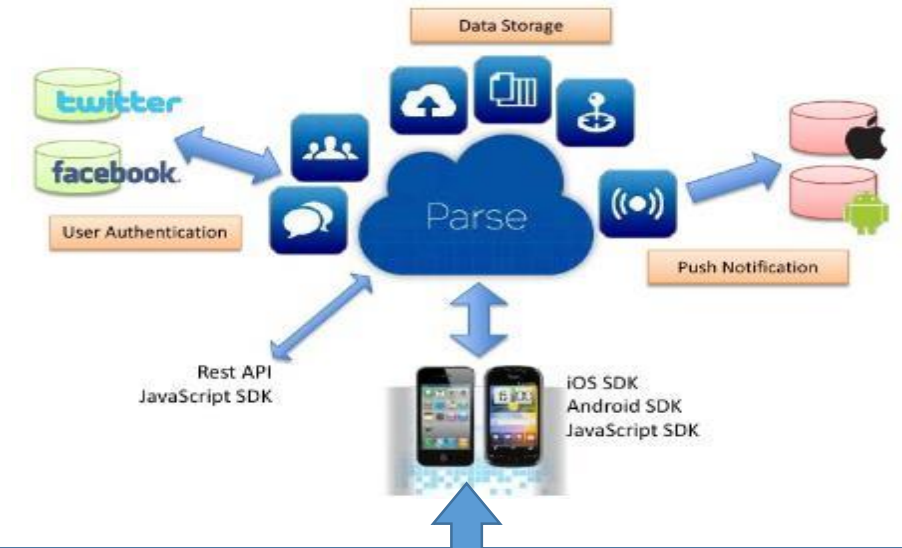


Web Services (SOAP/Rest)



Clients

Clients



Native development for mobile apps in
conjunction with Parse Server or REST Services

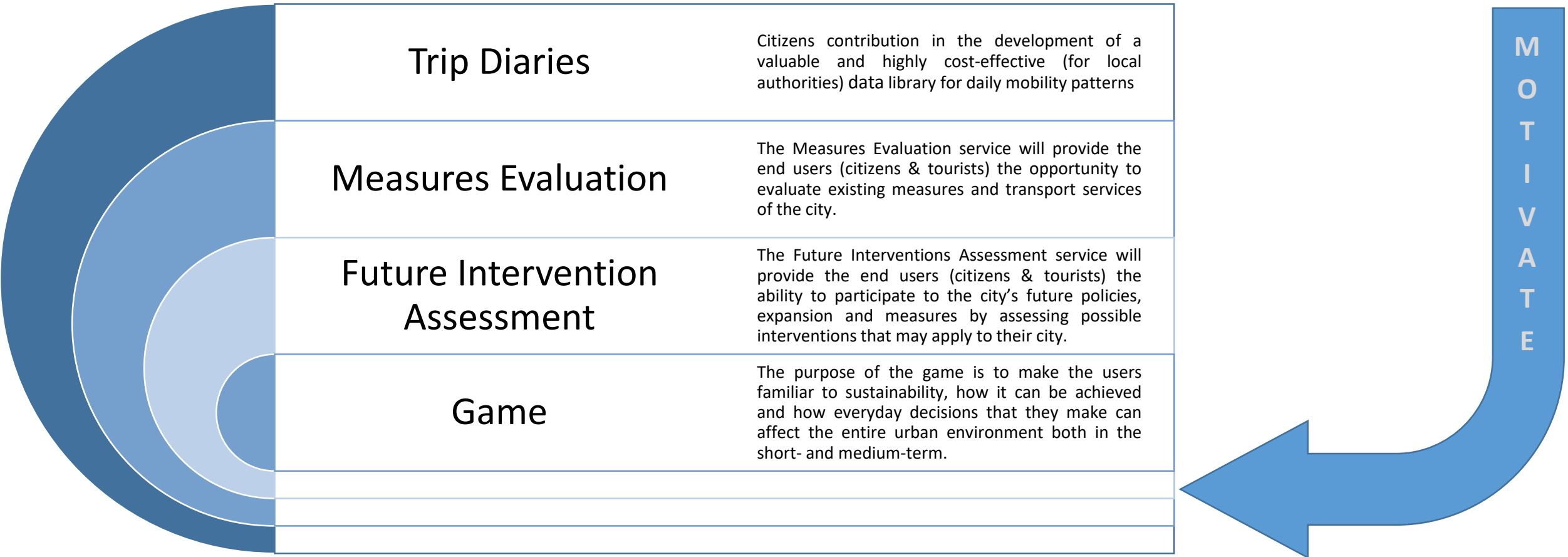
Multiple platforms support:

iOS, Android, .NET, JavaScript, Xamarin, PHP,
OS X, tvOS, Unity, Others





Services





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Users

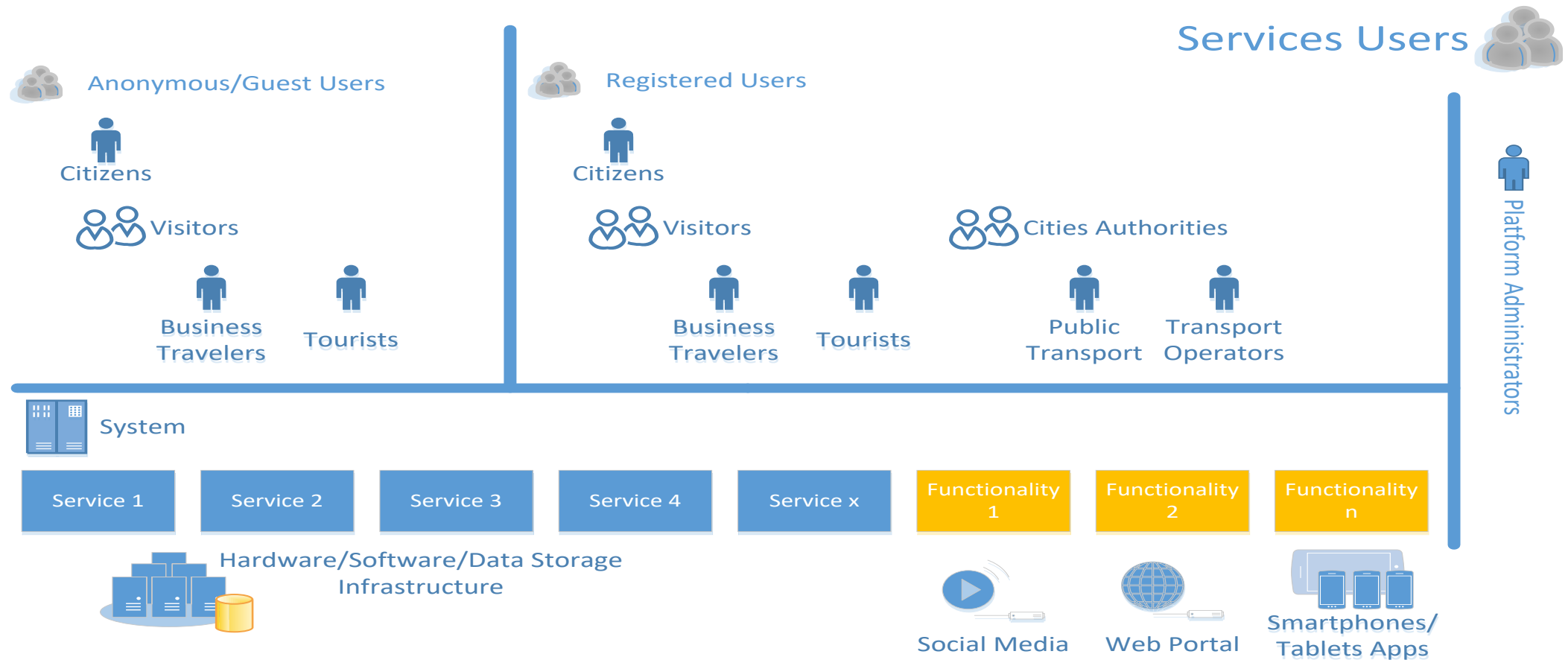
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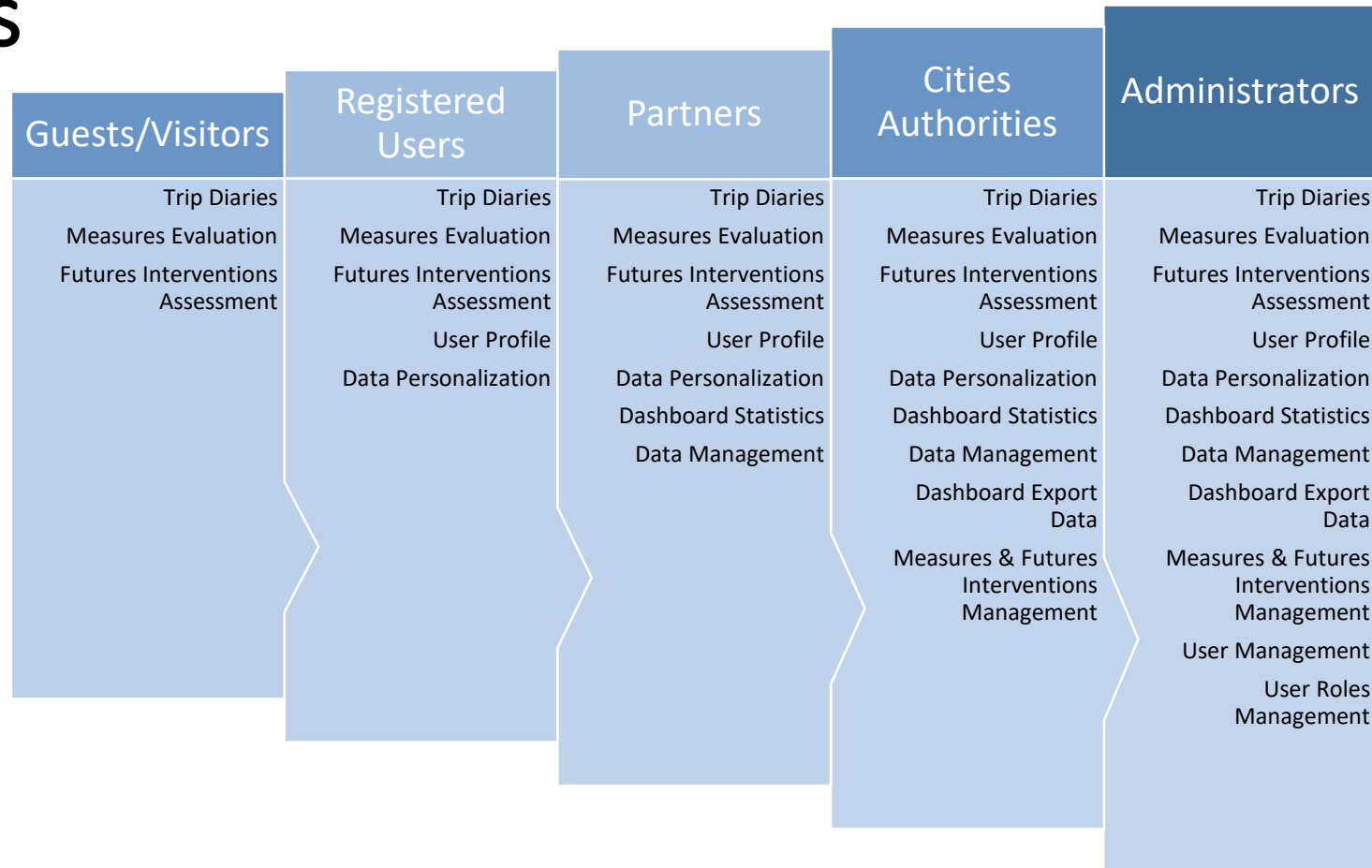


e-Platform Actors





Platform Roles





Web Platform

www.motivate.imet.gr



Web Portal





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MOTIVATE

Home Services Dashboard Data Management About

100%

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

Mobility Interventions Assessment

Cities Dashboard

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Mobility Interventions Assessment

Cities Dashboard

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ENV MOVE

CITIZENS INVOLVEMENT IN CITIES DECISIONS

The project involves the society in the procedure of transport state 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:

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





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

The screenshot shows a web form titled "Future Interventions Assessment". At the top, there are flags and navigation links like "Register" and "Log in". Below the title, there is a paragraph of placeholder text. The main form area contains several sections: a "Countries" dropdown set to "Portugal", a "Cities" dropdown set to "Amada", and a "Measures" dropdown set to "Virtual Mobility Center". Below these, there is a section for "Were/Are you a visitor?" with a "No" button, and dropdowns for "Visited Year", "Visited Season", and "Trip Purpose". Another section includes dropdowns for "Gender", "Age Group", "Working Status", "Education Level", and a "Car Ownership" button set to "No". Below this is the "Virtual Mobility Center" section with four questions: "Will the information be useful?", "Will the information cover your needs?", "Are you going to be a frequent user of the system?", and "Do you believe that this system will increase the use of Public Transport?". Each question has a corresponding star rating system (5 stars). At the bottom right of the form is a "Submit" button. Below the form, there is a blue banner with the text "Download Motivate Apps at:" and logos for Google Play and the App Store.





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Smartphone Apps

Google Play



App Store



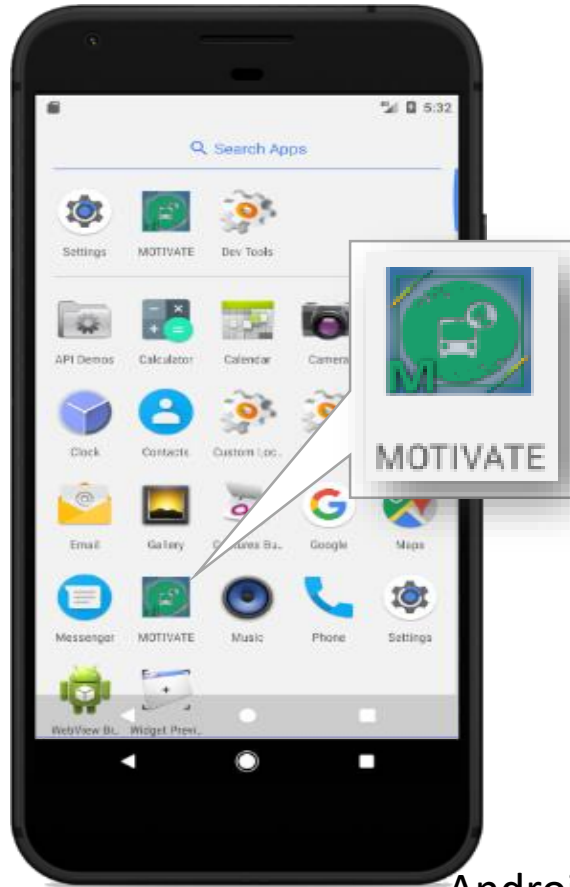
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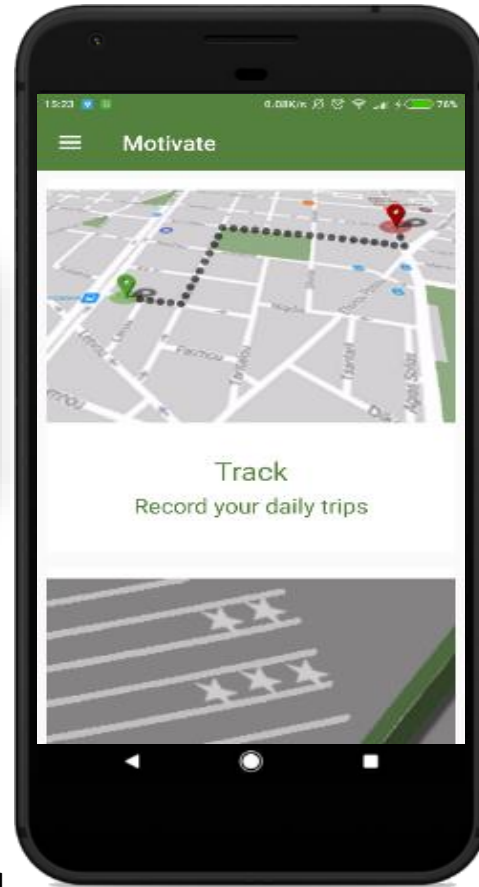




Apps



Android



iOS

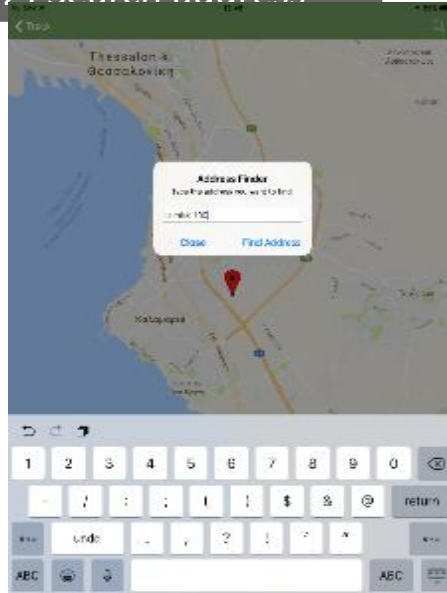




Trip Diaries III

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

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Trip Diaries IV

← Motivate

Origin

Origin is selected ✓

10:51 ✓

Destination

Select destination >

Select destination time ⌚

Additional trip information

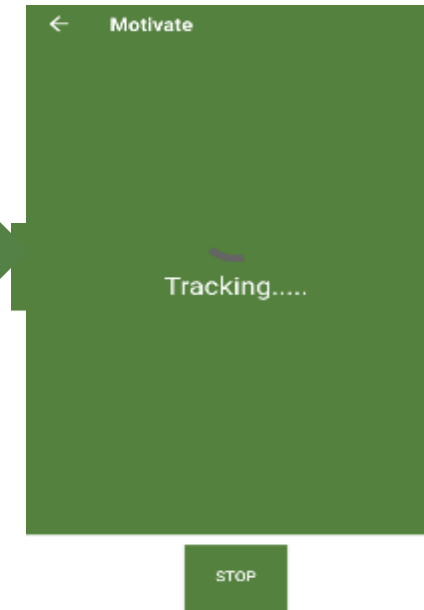
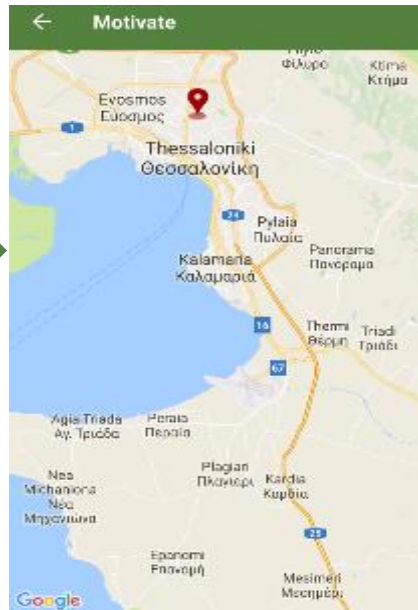
Select Transport Mode ▾

Select Reason For Choosing Transport Mode ▾

Select Trip Purpose ▾

Additional information for the visit ⏻

Optional Additional Information ⏻



A
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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 Larnaka 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

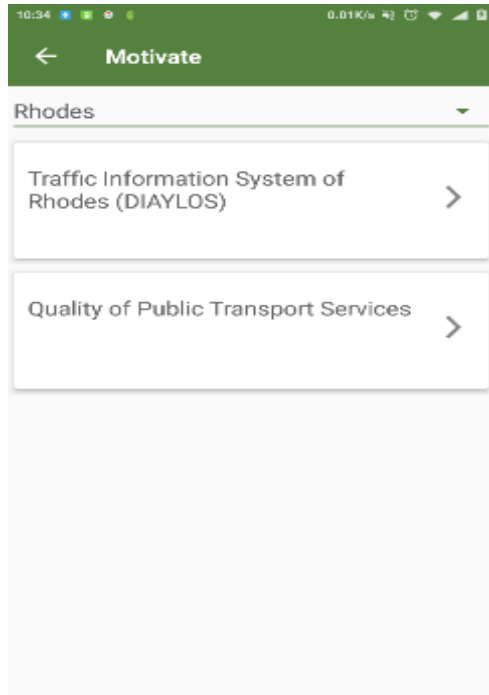
Fill the optional information and submit your assessment.

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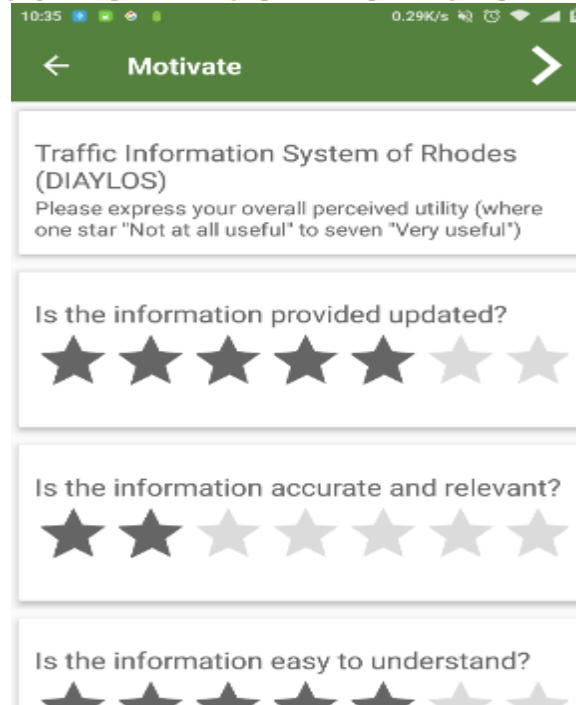




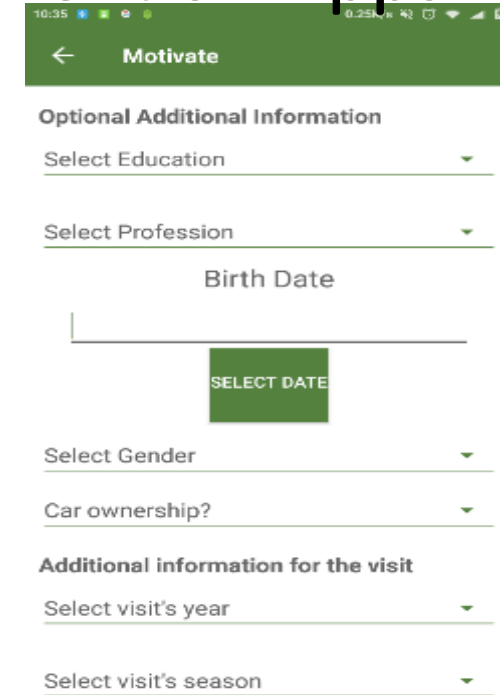
Measures Evaluation - Future Interventions Assessment on Apps II



Select an evaluation from the list.



Rate evaluation's questions.



Fill the optional information and submit your evaluation.

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Basic Functions

Register Log in

MOTIVATE

Home Services Dashboard Data Management About

Welcome to Motivate platform
Become a virtual

Carrier 2:35 PM

email

password

Connect / Register

or

Login with Facebook

Continue as unregistered

12:50 0.01K/s

MOTIVATE

Login

Settings

About

Terms of use

No SIM

MOTIVATE

Home

marmor (Points:85)

Settings

About

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

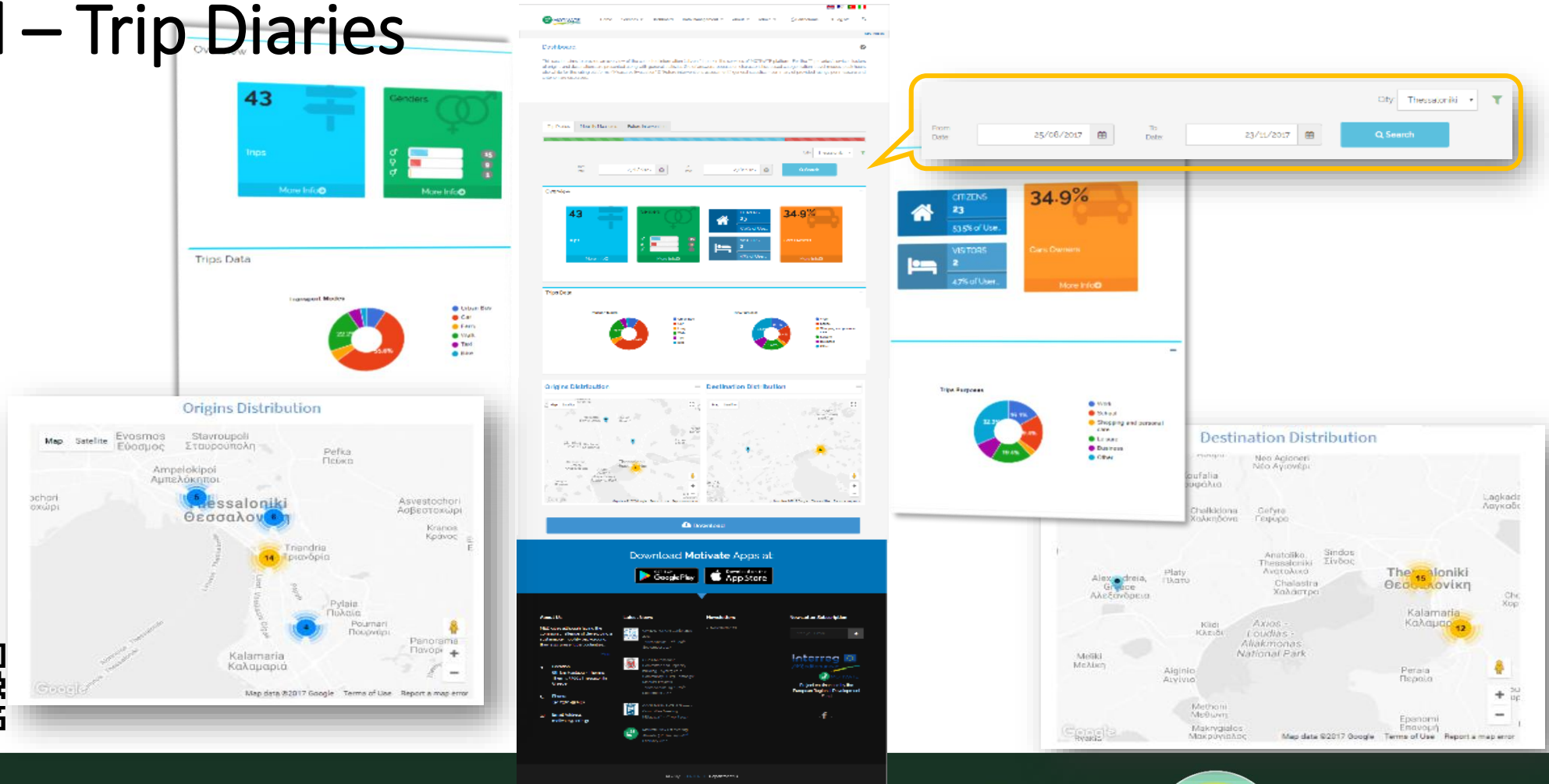
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Dashboard – Trip Diaries



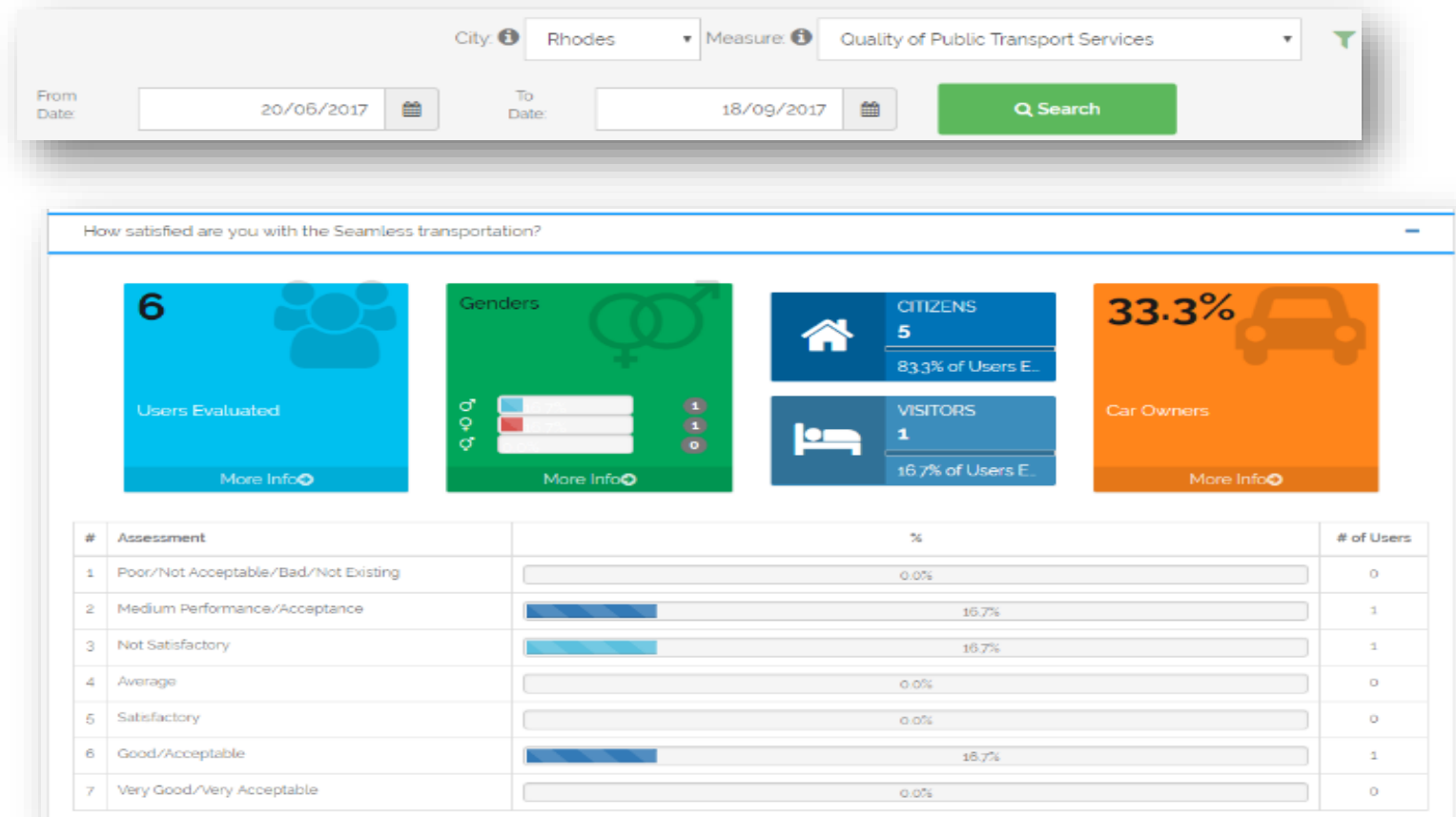
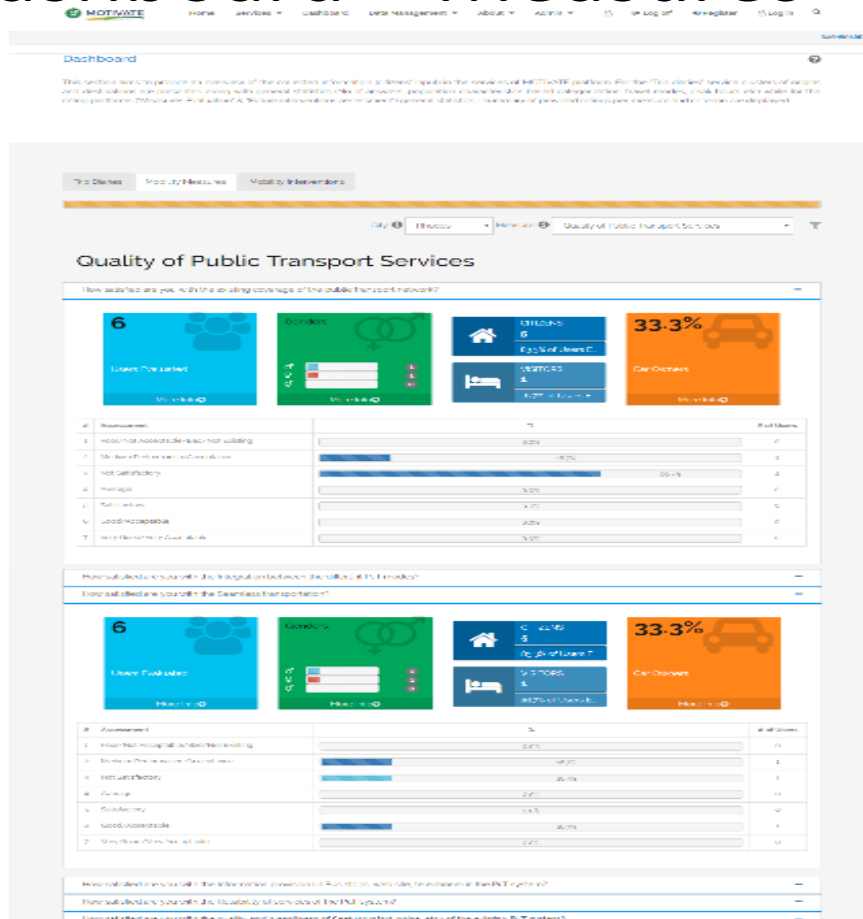


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Dashboard – Measures



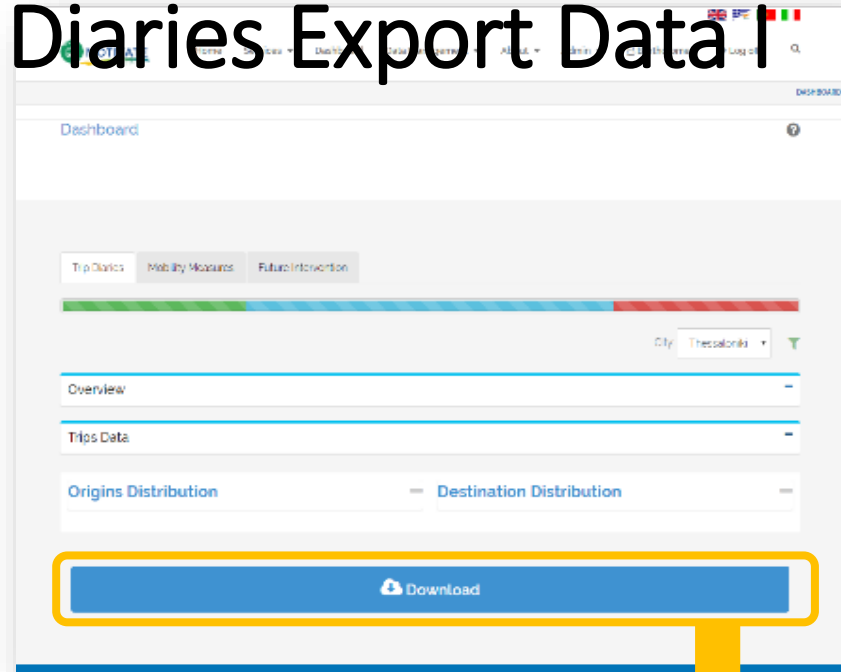
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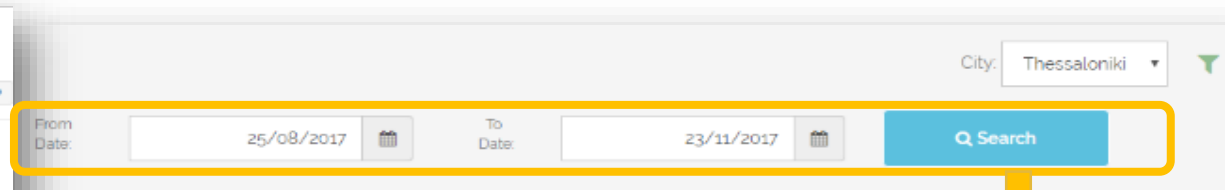




Trip Diaries Export Data



Export Data to Excel



Set Desired period

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000
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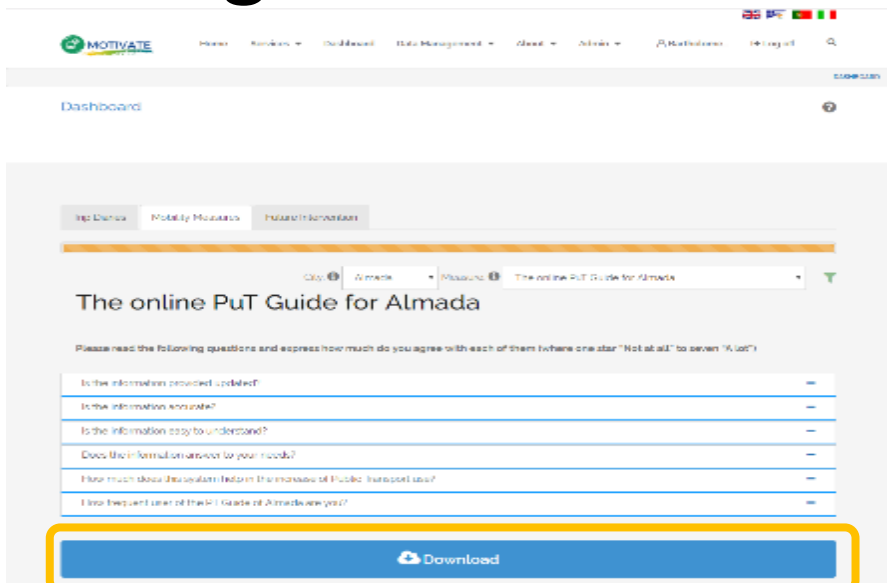
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



Existing & Future Measures Export Data I



Export Data to Excel



From Date:  To Date:  [Q Search](#)

Set Desired Period

[illegible]

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Integration

TIEMME Case

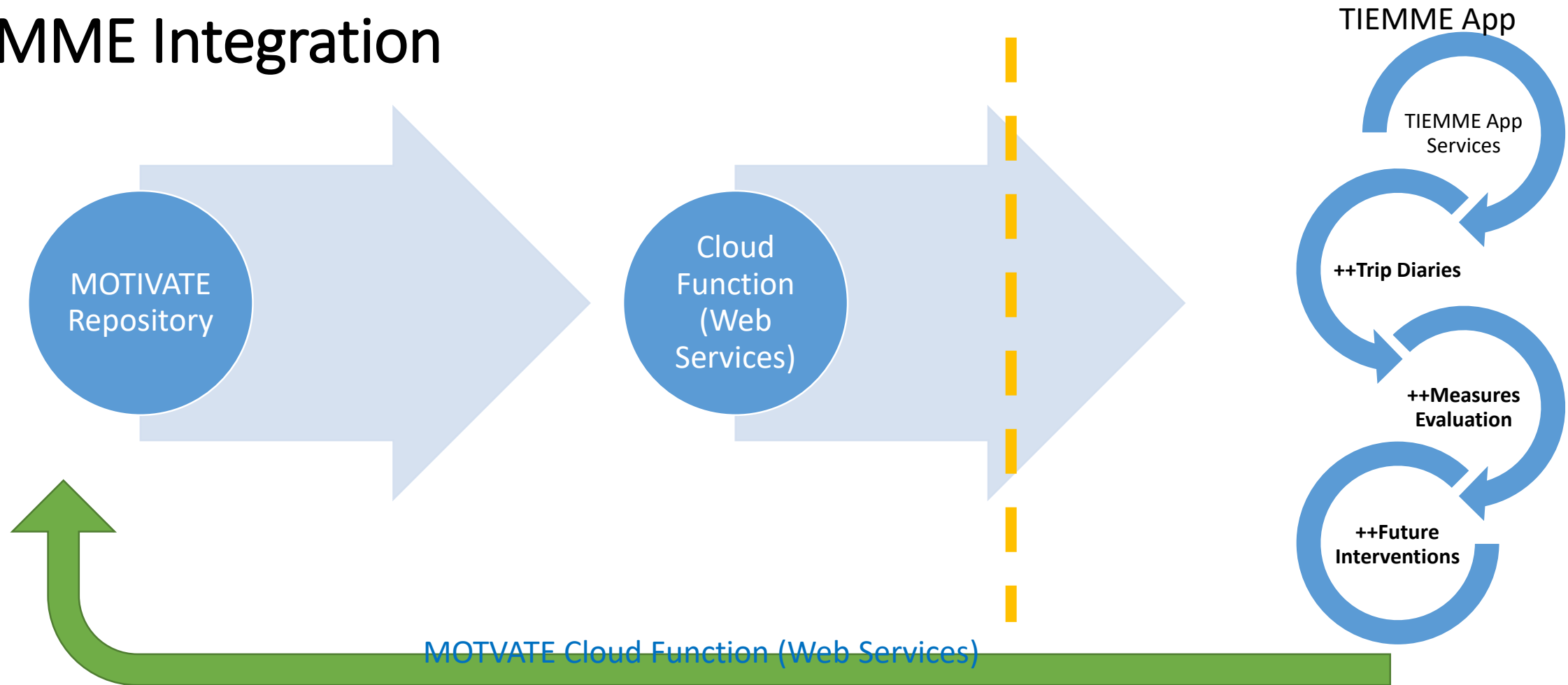
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TIEMME Integration





MOTIVATE Game

Google Play



App Store





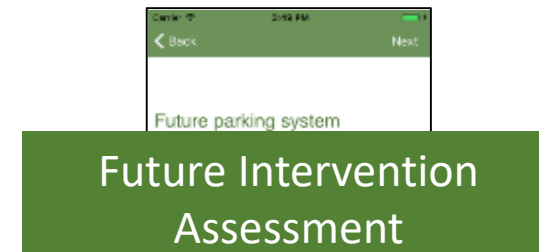
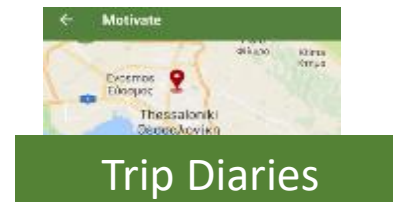
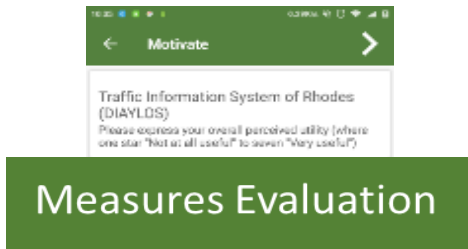
Game aims to MOTIVATE you for using sustainable modes of transport

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



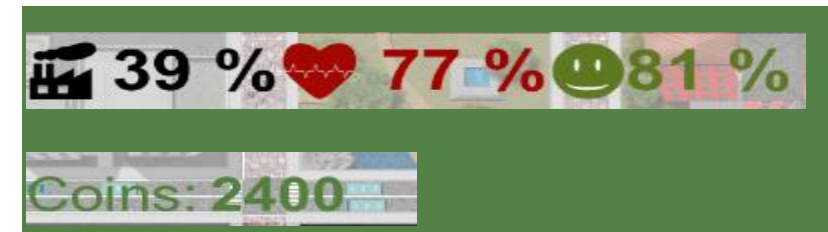
walkway



road



Game controls

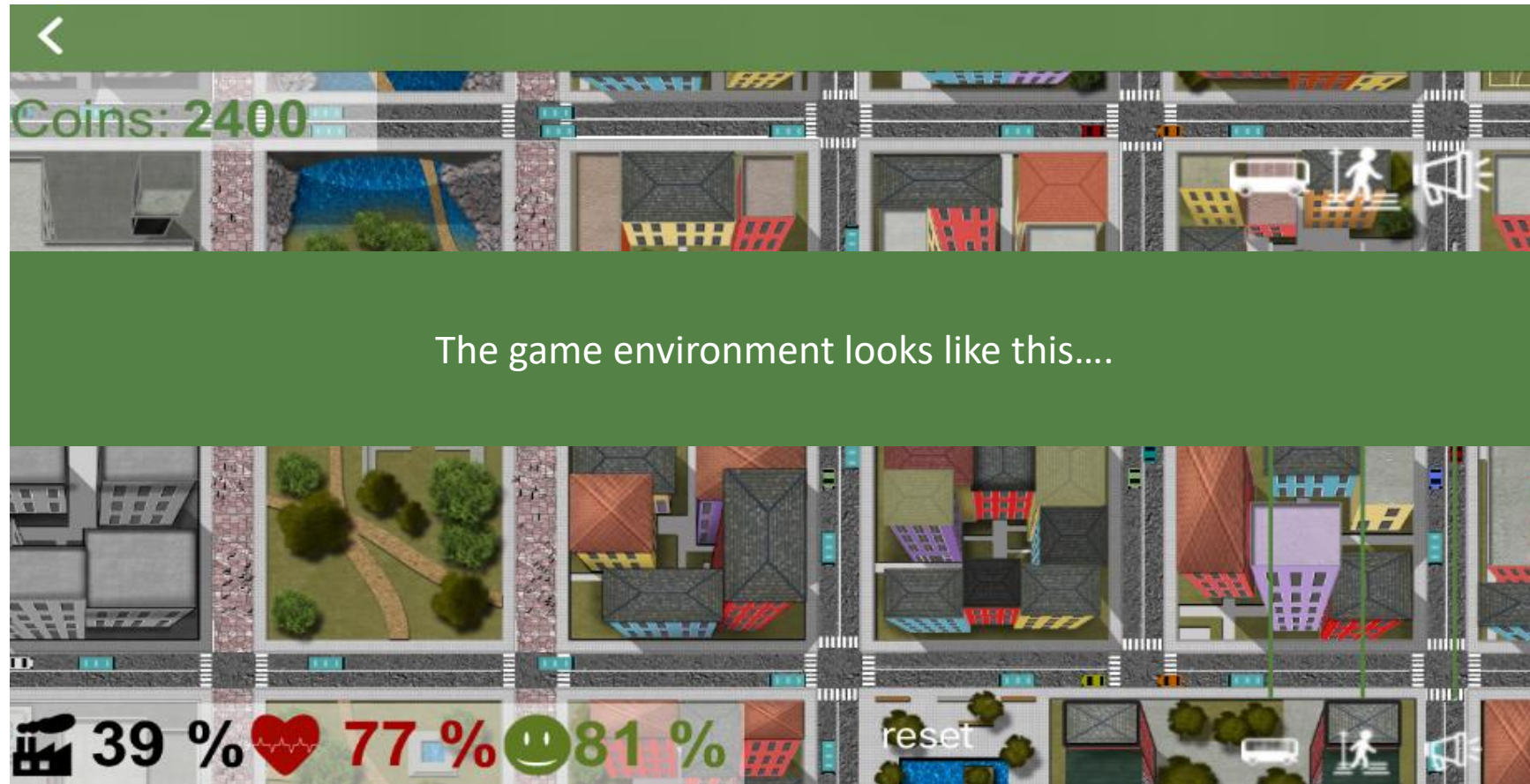


Game information panels





Game Environment II





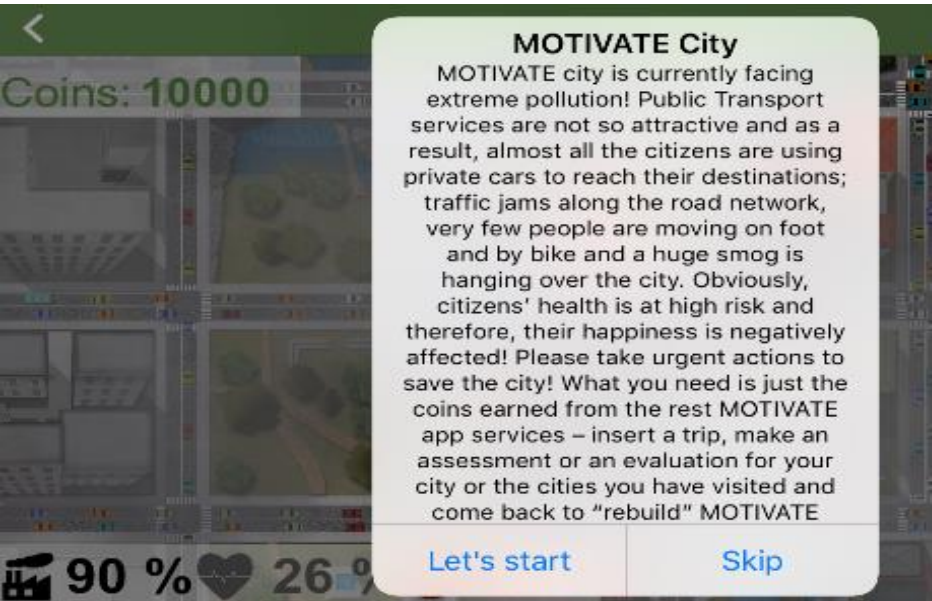
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Game tutorial



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

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



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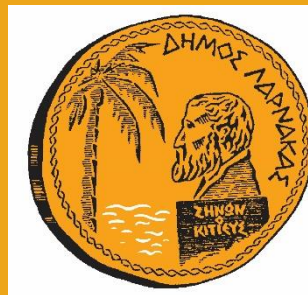
Questions / Discussions

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Thank you for your attention



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a.karakatsanis@larnaca.com



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Thursday 28 - Friday 29 March 2019, Nicosia, Cyprus

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