The MUV University League.

Who's gonna win the first European sustainable mobility championship?

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PUSH
[wepush.org]

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Ciao u-Mob, it’s Salvatore.

Salvatore Di Dio, PhD.
Architect & Engineer.

PUSH Managing Director and Design Founder.
@totididio

URBAN MOBILITY?

A global issue, a local problem.

> 54% of humanity is living in urban areas.

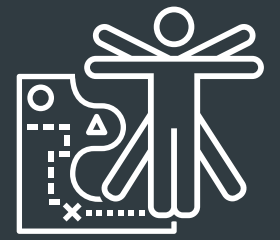
64% of the world's oil is used for transportation.

23% of the world's CO_2 is produced by urban vehicles.

data.worldbank.org

HOW TO COPE URBAN MOBILITY CHALLENGES?

Demand-driven measures.

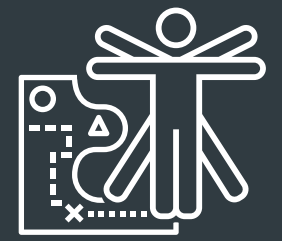


Offer-driven measures.

MULTIDISCIPLINARY PARTICIPATORY APPROACH

Fostering more sustainable and active mobility behaviours.

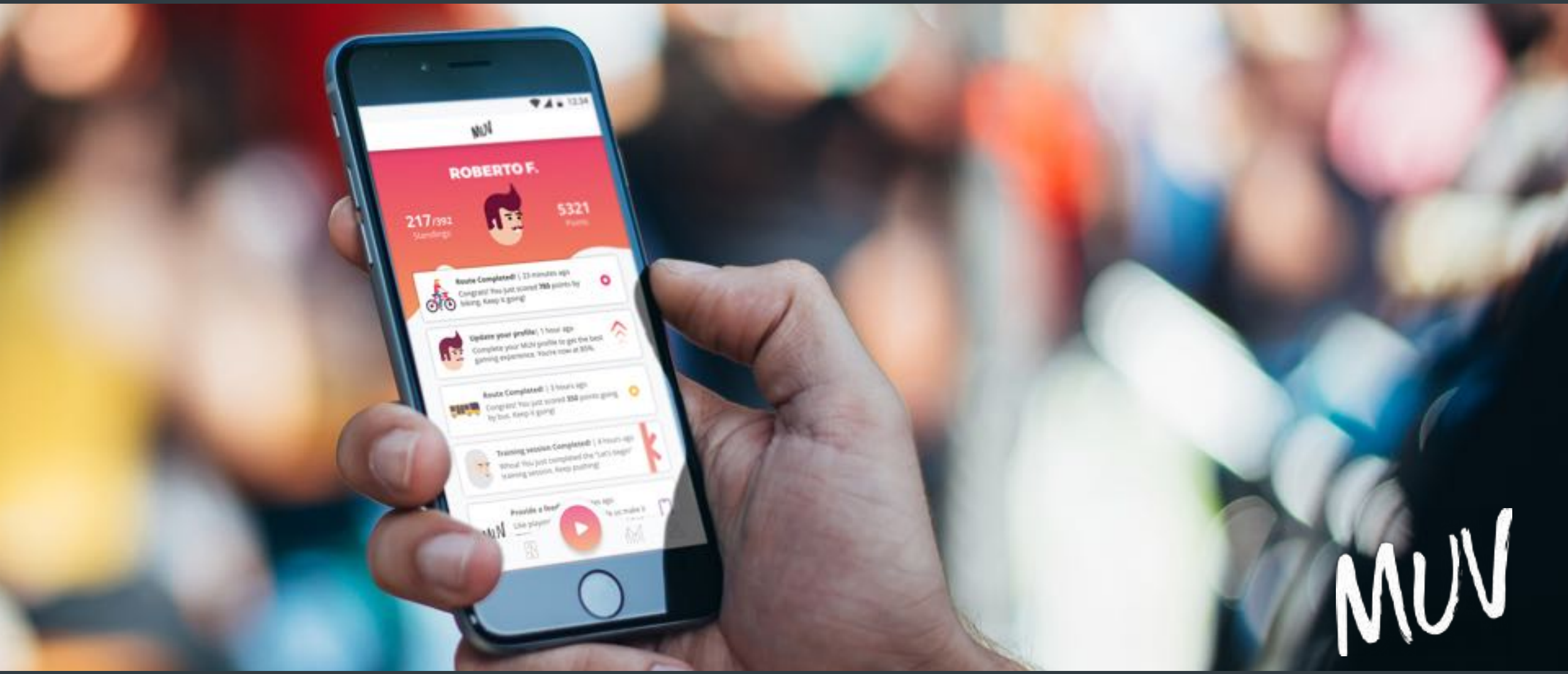
MUV



Co-designing people (and not car) oriented urban policies.

IN A NUTSHELL

COMMUTING AS A SPORT



MUV

Change the game.

MUV involves communities through **Sport's values**: the most common physical and psychological experience of our globalised culture.

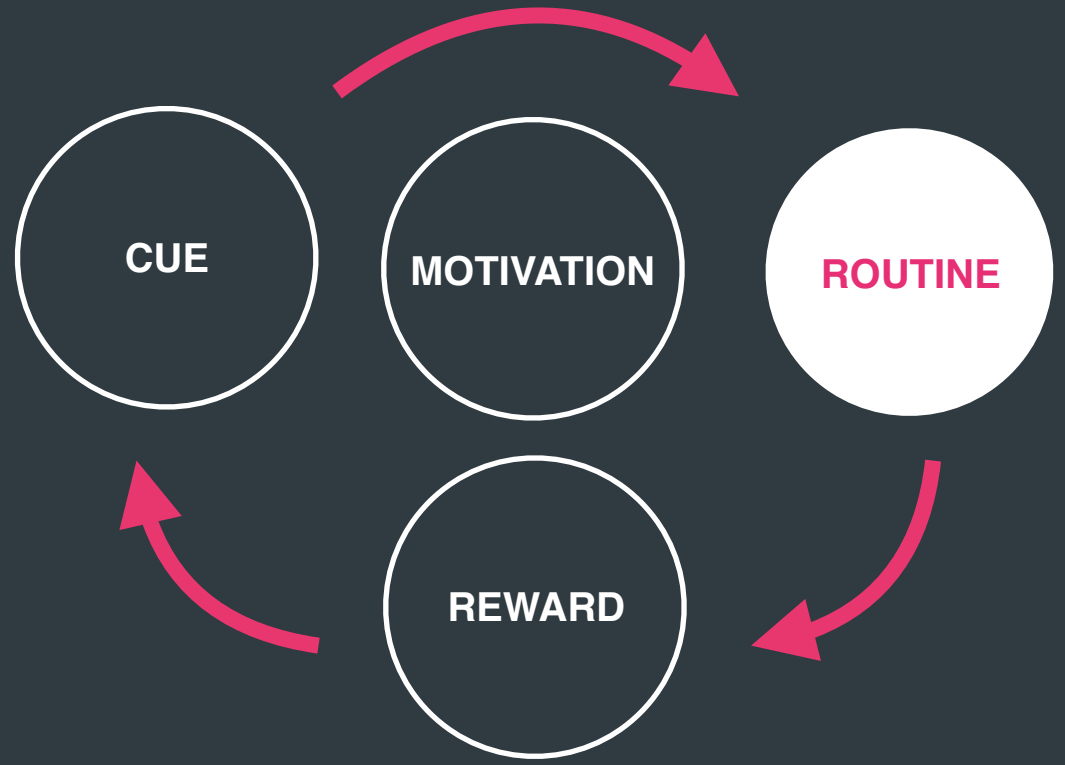
MUV turns citizens in **athletes**, decision makers in **trainers** and public & private organisations in **sponsors**.

Local communities set the characteristics and customise the **game experience**.

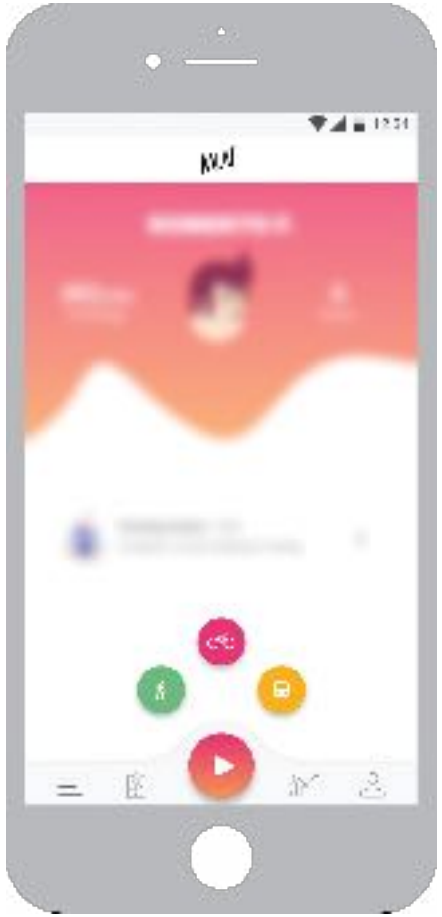
They cooperate all together to have **smarter citizens in happier cities**.

WHY A GAME?

New routines by hacking habit loops

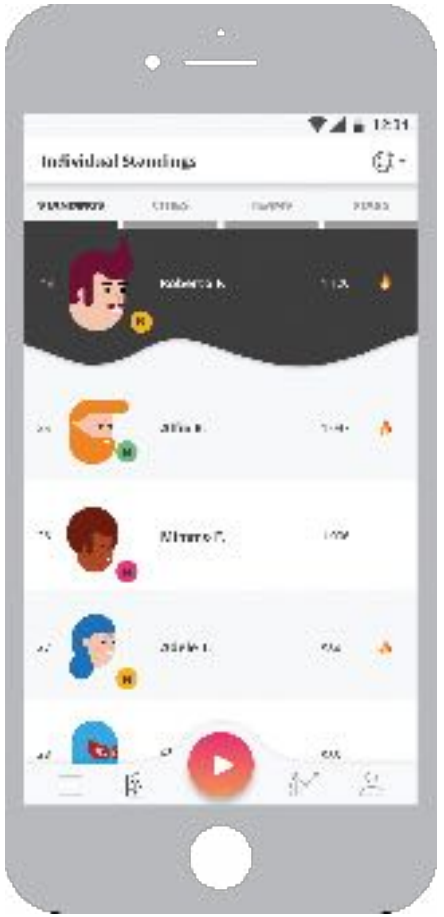


MUVERS PLAY...



Record a trip.
By selecting a sustainable mean and pushing Play.

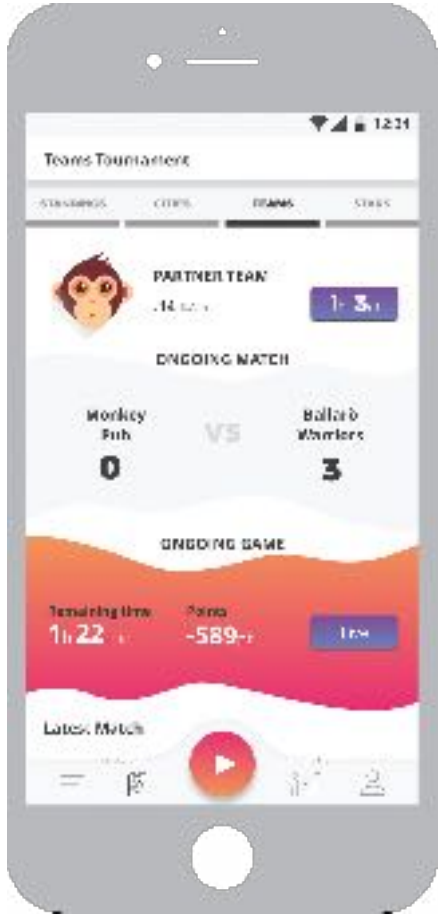
Collect points.
"The greener the better" and points' multiplier according to weather conditions, traffic peak hours…



Interact with the community.
Individual and team challenges to connect with the MUV community.

...GET REWARDED...

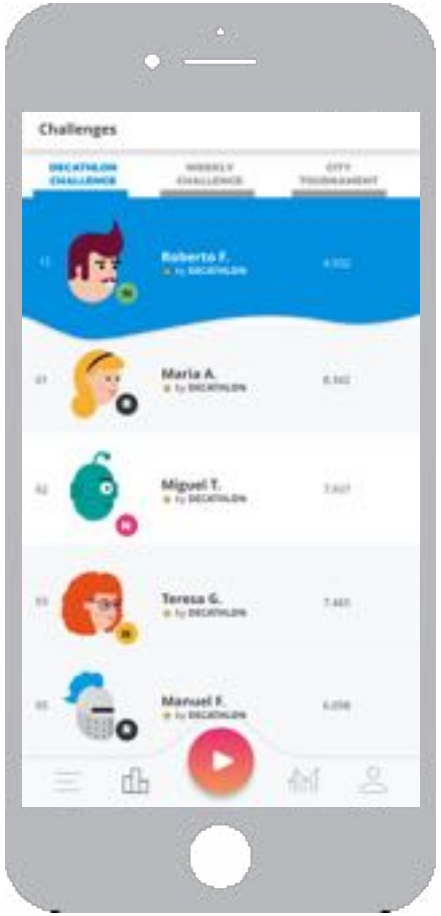
Special Trainings.
Individual challenges to get rewarded by local sponsors and organizations.



Teams achievements.
Best teammates are rewarded if the whole team achieve its sustainability goals.

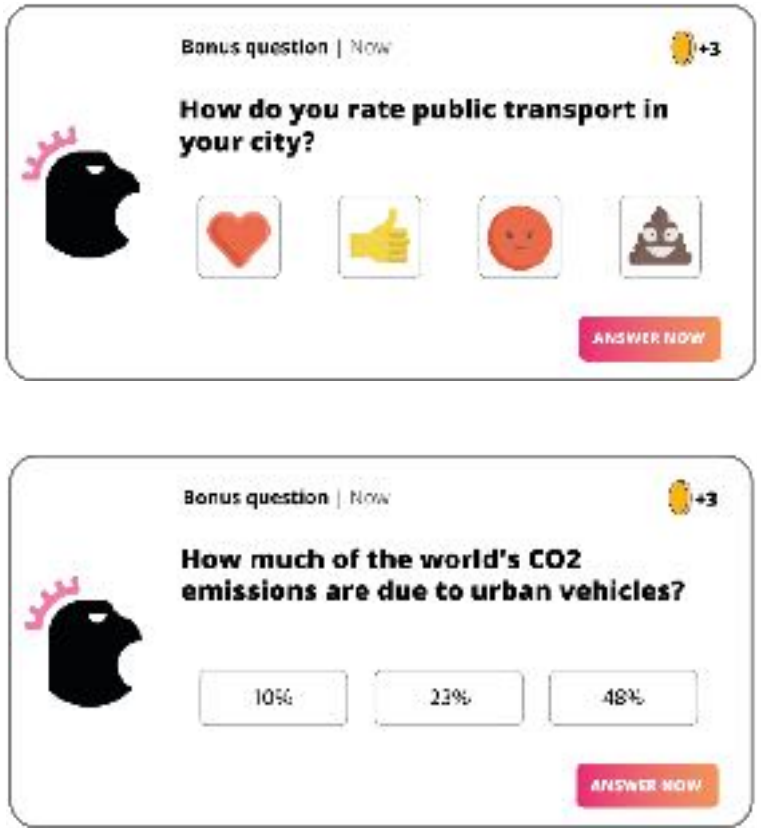
Testimonials.
Best players can became sponsors' testimonials and set their own goals.

...DECISION MAKING WORKS BETTER.



Encourage the community.
By setting goals, targeting game results and sustainability achievements.

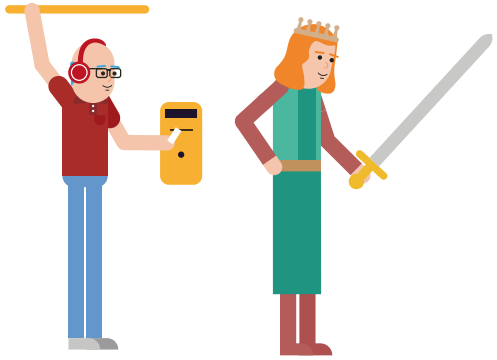
Measure and learn.
By comparing previous habits with new routines and by shaping new measures.



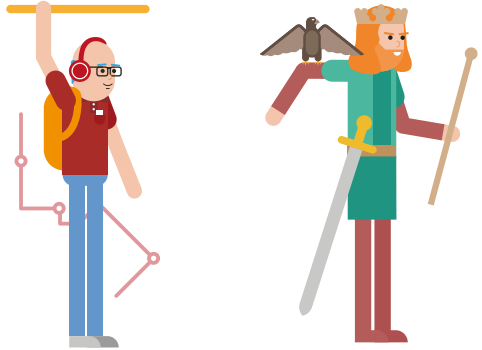
Interact and learn.
By sending surveys to targeted audiences in an engaging way.

MUVERS LIFE

NEWBIE
Individual challenges.



ROOKIE
Cooperative challenges.



PRO
With sponsors' support.

STAR
Create challenges.

Bonus Questions + Special Training Sessions

Training Sessions

Weekly Challenge

City Tournament

Team Tournament

WHY DATA?

Meaningful data, for all.

Data gathered are elaborated to help:

- decision makers for planning, and co-design more **sustainable plans & measures**.
- local organizations and businesses to better understand their **users & customers needs**.

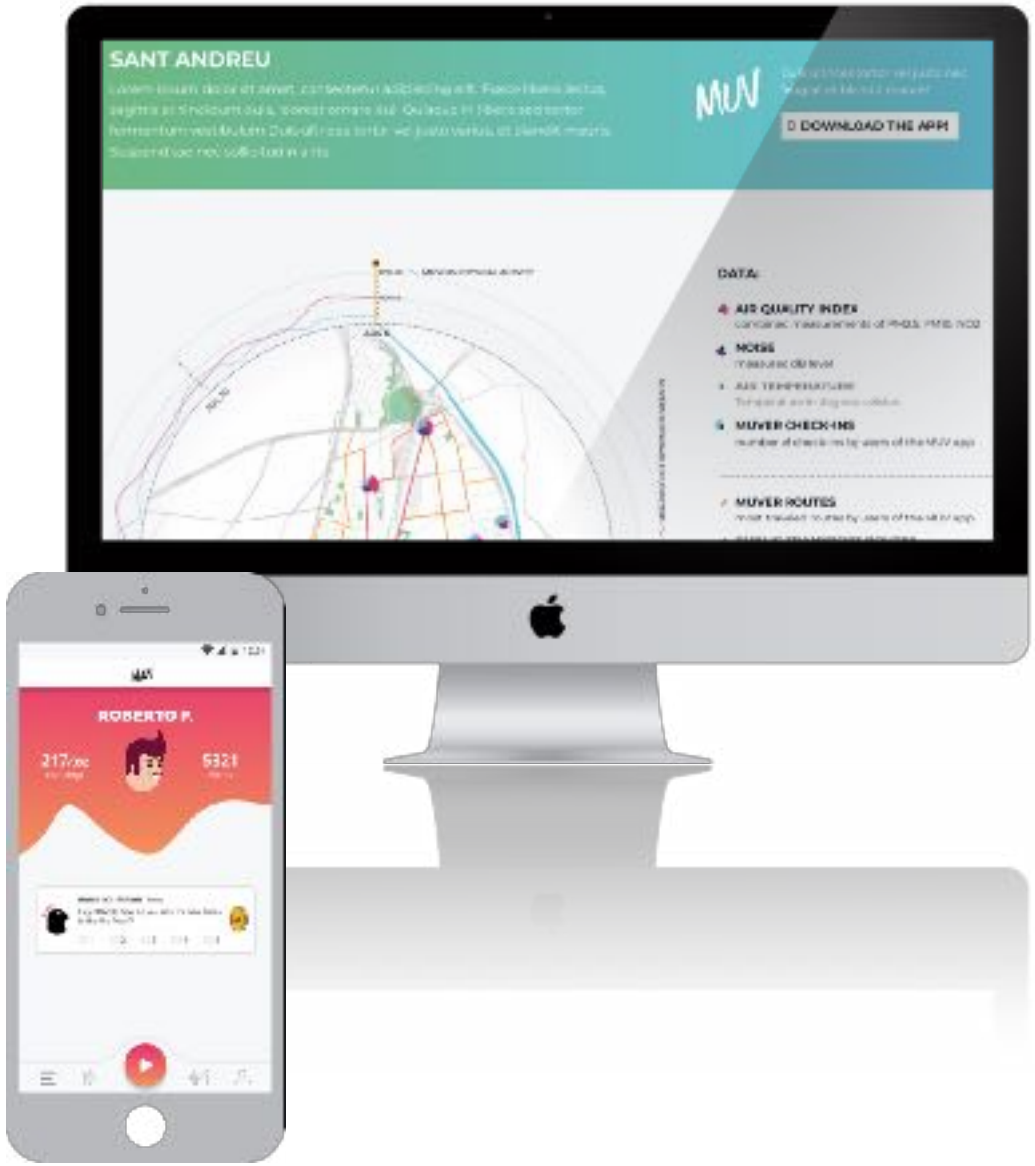
Anonymized data is shared as Open Data to let communities and civic hackers **advocate for more sustainable policies & solutions**.

DECISION MAKERS

Sustainable mobility evidences.

MUV allows to support decision making for **planning** (SUMP, Home-to-work travel plans, presonalized travel plans…) and **designing** sustainable measures in all the phases:

- Information and analysis
- Designing plans
- Actioning measures
- Monitoring results and updating plans



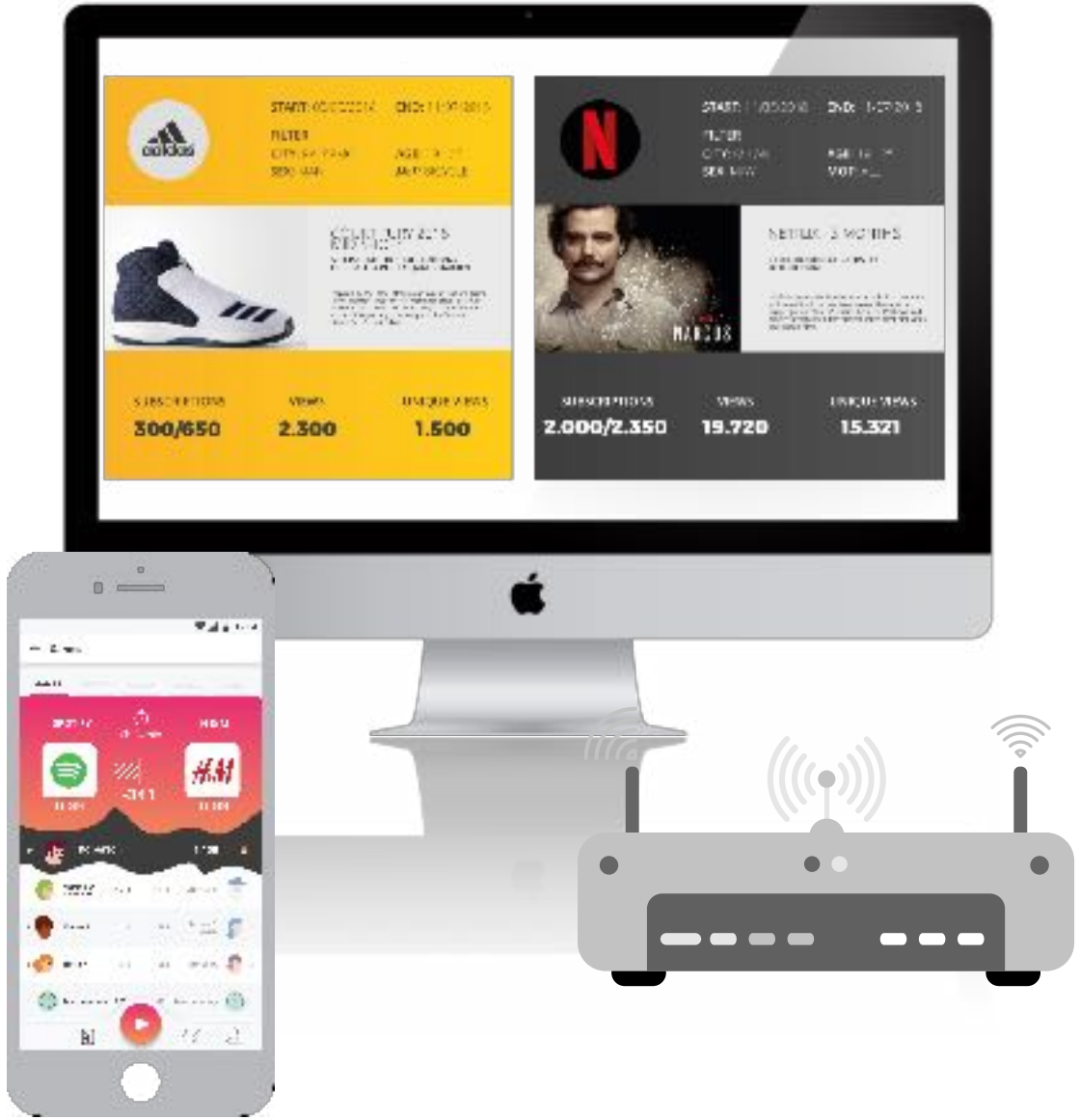
SPONSORS

It's about Values. Unconventionally.

It's not just about linking the brand to the positive values of MUV, but also:

- motivating the community by **launching offers & testing products**
- communicating the **environmental impact** achieved by the community
- learning **users behaviours** and acting consequentially.

Always engaging people **directly & unconventionally**.



MUV'S TECHNOLOGICAL TOUCHPOINTS

For Decision Makers

Planners, transportation experts, transportation consultants.

For MUVers

Citizens, employees, university students, communities

For Sponsors

Shop owners, local organisations, adv agencies.

HOW WE DO THAT

Co-creation & Co-design.

With **citizens**: the way to interact with sustainable and active urban mobility.

With **decision makers** and **shop owners**: the way to interact with data.

With the **whole community**: the way to re-design urban mobility solutions.

WHY WE CAN DO THAT

TrafficO_2 aka: the proof of concept

co-created & tested with the students' community between 2012 & 2015

5 awards, including 2015 MIT "Smart City Innovation Award"

selected and **accelerated** by Google accelerator "30weeks"

traffico2.com

30weeks.com

Users

Total	Active
1,877	434

Local Businesses

Contacted	Affiliated
139	98

55,160 g

CO_2 reduced

TRAFFICO$_2$ ACTIVE USERS HAVE DECREASED THEIR

EMISSIONS

↓54%

JUST BY PLAYING

WHAT'S MUV TODAY

A MG-4.5 Horizon2020 RIA Project

a **research and innovative action** funded by EU

a consortium made by **14 partners** from 8 countries

a project tested in **multiple contexts** in Europe (and Brasil)

Coordinator: PUSH
Total costs: 3,992,625.00€
EC contribution: 3,992,625.00€
Start date: 1/6/2017
Duration: 36 months

READY. STEADY. GO!

Very different contexts.

- **6 Piloting Cities**:
  Municipality of Amsterdam, Barcelona, Fundao, Ghent, Helsinki, and Palermo
- **10 Associates** through an Open Call (with no budget provided by MUV):
  Municipality of Cagliari, Dudelange, Metropolis GZM, Milan, Munich, Oostende, Rome, Sebac, Teresina (in Brasil) and Vezprem.

AND MUV TOMORROW?

A sustainable business. From day 1.

MUV's starting point is to let local communities and stakeholders to collaborate for the environment in a **win-win perspective**.

Different business model assumptions are tested into the real field throughout the pilot executions in order to **turn MUV in a B-Corp**.

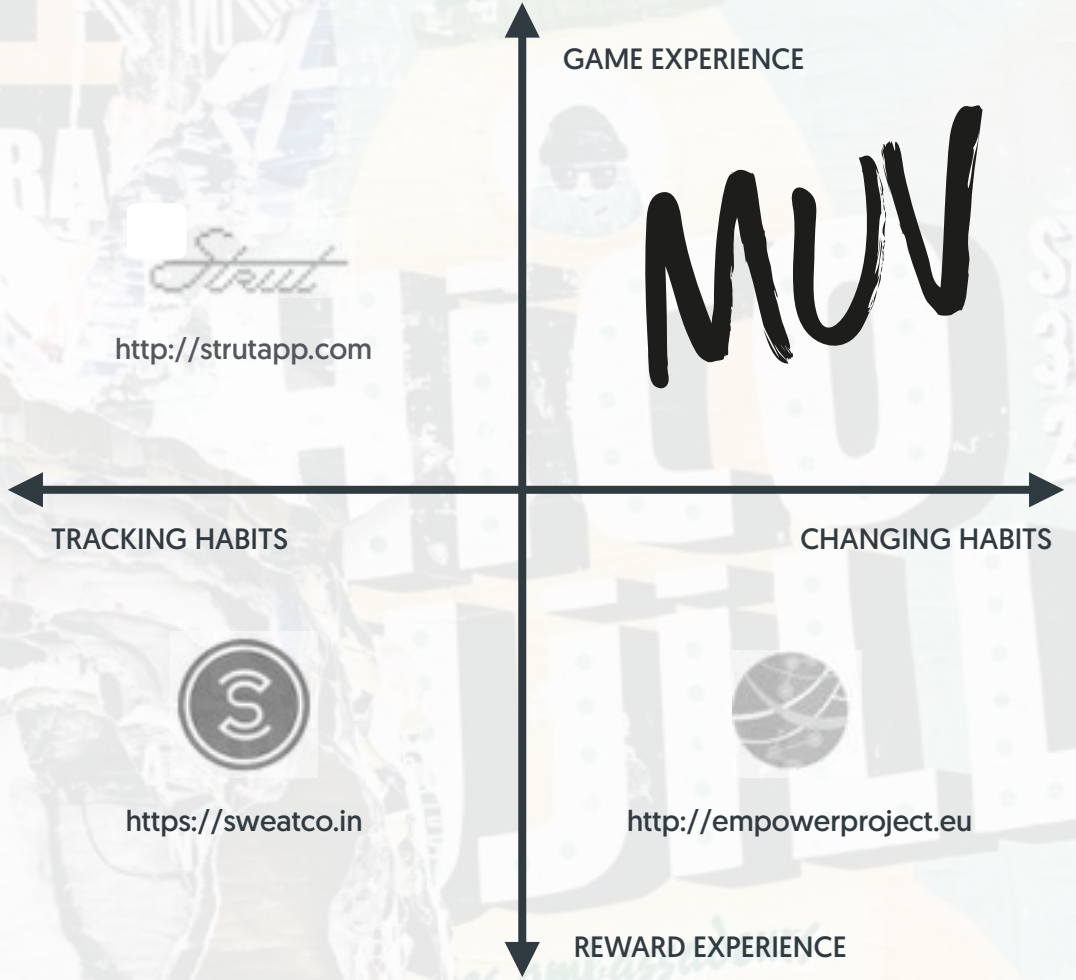
COMPETITORS?

MUV is different. Period. :)

it's not just about gamifying sustainable mobility. It's a **transformational game**

it addresses mobility at the **neighbourhood scale** it's co-created with **stakeholders**

it doesn't steal personal data. it **valorises data for all**



HOW THE PILOTS WORK

1. CUSTOMIZE THE GAME

& CUSTOMIZE DATA VIZ

2. PLAY HARD

& COLLECT DATA

3. WIN HARDER

& CO-DESIGN NEW POLICIES

#GOOD NEWS 1

CONNECTED CITY

MUV was among the 15 finalists of Talent Garden “Connected City” challenge.

FORUM PA AWARD

MUV was awarded by ForumPA as the Best App at the “APP4Sud” contest.

GLOBAL MOBI AWARDS

MUV was awarded by Motor24 as the Best App in the category “Cidadania”.

#GOOD NEWS 2

CIVITAS TOOLKIT

MUV app is available on CIVITAS Urban Mobility Tool Inventory.

LIASON WITH INDUSTRIES

MUV is dealing with private companies for integrating new features and customisations.

RINA CERTIFICATE & B-CORP ELIGIBLE

MUV's algorithms are eligible for RINA certificate and MUV NewCo has a positive pre-evaluation as a B- Corp.

The initiative has been warmly welcomed with more than 50 universities adhered so far
ALTRI VIDEO

WHAT WE CAN BUILD TOGETHER

Mobility managers Data-dashboard

Real-time measurements, analysis and recommendations

Customized app

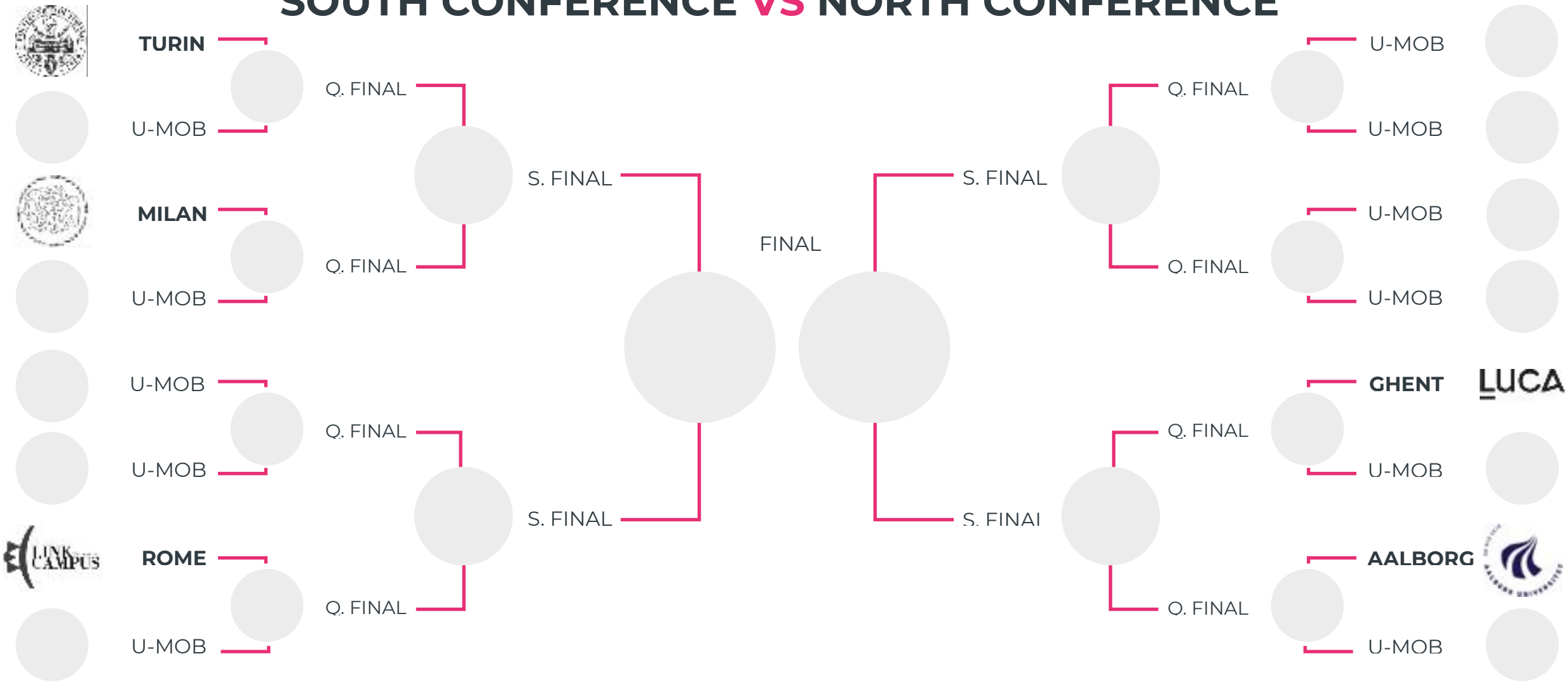
Local avatars
University Weekly Challenges
Tournament among Faculties

Insights for mobility plans

Home-to-University &
Personalized Travel Plans

JUST IMAGINE: THE MUVIVERSITY LEAGUE

SOUTH CONFERENCE VS NORTH CONFERENCE



THE 3 MAIN REASONS WHY WE SHOULD HAVE A MUVIVERSITY LEAGUE

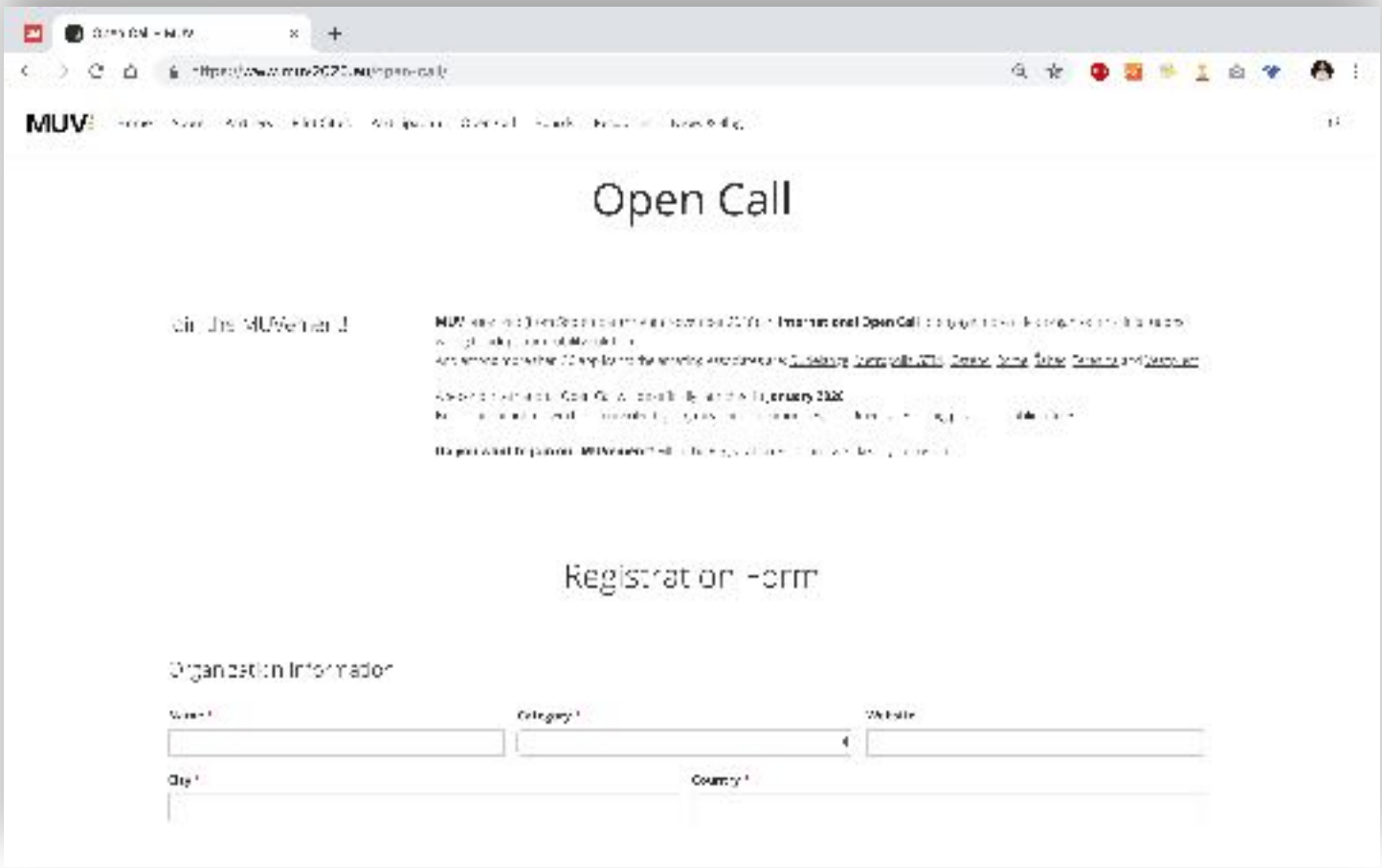
1. students are the car-owners of tomorrow (also today...)

2. data and co-design processes are crucial for developing sustainable mobility measures

3. it'd be just AWESOME... 😆 🤘

WE ARE LOOKING FOR THE BEST 11 UNIVERSITIES...

HTTPS://WWW.MUV2020.EU/OPEN-CALL/



NOW IT'S TIME TO MUV!