



The TRACE Take-Up Group

THE TRACE project

TRACE is a project funded by the **Horizon 2020** programme of the European Commission.

TRACE is expected to increase and optimise the use of **ICT tracking services for cycling and walking in cities**. The project will assess the potential of movement tracking services to better plan and promote walking and cycling in cities, and develop tracking tools that will encourage the take up of walking and cycling measures. The project targets established measures to promote cycling and walking to the workplace, to school, for shopping purposes or simply for leisure.

TRACE will develop two types of tracking tools, according to the final objective they pursue: **behaviour change** (Positive Drive, Traffic Snake Game, Cycle-to-shop initiative) and **mobility planning** (Tracking for planning tool).

For more information on the project, visit: www.h2020-trace.eu.

Purpose and Profile of the TRACE Take-Up Group

The **TRACE Take-Up Group** will be composed of public and private actors interested in the roll-out of TRACE tracking tools beyond the project. The Group members will:

- Closely follow, comment on and validate the development of the tools throughout the project
- Receive a number of benefits and services from the TRACE project, which will enable them to take advantage of and learn from the experiences of the TRACE implementation sites as well as to actively contribute to drive the processes through their ideas and initiatives
- Have direct access to the project's key reports and events, while they will receive tailor-made and hands-on advice on the four tracking tools developed in TRACE
- Act as multipliers towards their peers.

TRACE will involve a pool of relevant stakeholders, including local and regional authorities, commercial associations, users' representatives and private companies (IT, app developers), and will engage in brainstorming sessions, surveys and other feedback mechanisms.



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In particular, the Take-Up Group explicitly targets:

- Local and regional authorities with measures in place and/or ambitions/strategies for active travel policies and/or mobility tracking services.
- Organisations and associations with a strong expertise in the field of behaviour change campaigns and active travel policies.
- Private companies with a strong expertise in the field of development of ICT/ITS tracking tools, and consultancies working on (cycling/walking) urban mobility planning.

Meetings of the TRACE Take-Up Group

The following is the indicative timing and scope of each meeting:

- Meeting 1: week 18-22 January 2016 (exact date tbd)
- Meeting 2: January 2017
- Meeting 3: January 2018

The 1st Take-Up Group workshop will include two sessions:

- TRACE findings on the strengths, weaknesses, opportunities and chances for tracking services to be used in behavioural change.
- TRACE findings and further work on indicators and planning approaches consistent with tracking data.

How to join the TRACE Take-Up Group?

Representatives of local and regional authorities, commercial associations, users' representatives and private companies from Europe are invited to apply to join the Take-Up Group.

Financial support will be provided for up to 8 Take-Up Group members to travel to the meetings, but other stakeholders willing to participate at their own expenses are strongly welcome.

Members are urged to join all three meetings.

To apply for the TRACE Take-Up Group, please fill out the following online form.

Please note that the deadline for application is the **30th of November 2015**

Contact information

The TRACE Take-Up Group is managed by Polis.

For more information, please contact:

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