

# TRACE'ing Users for Better Planning and Sustainable Mobility

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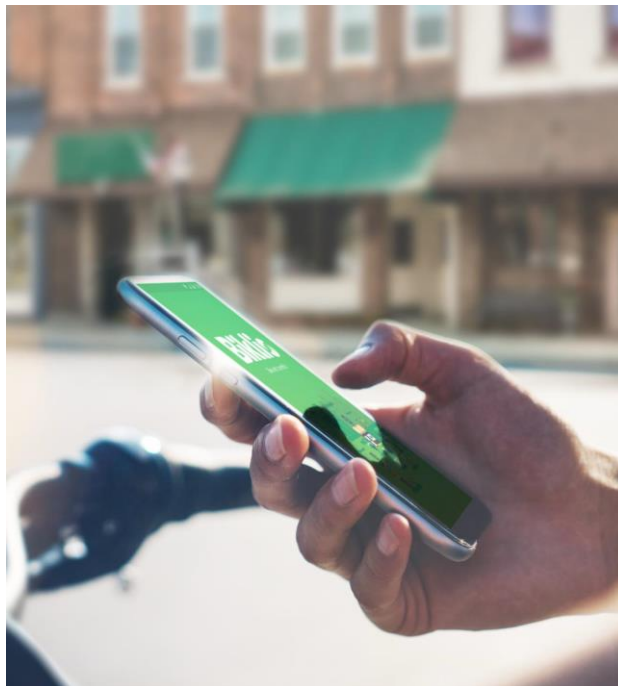


# Smartphones can Track

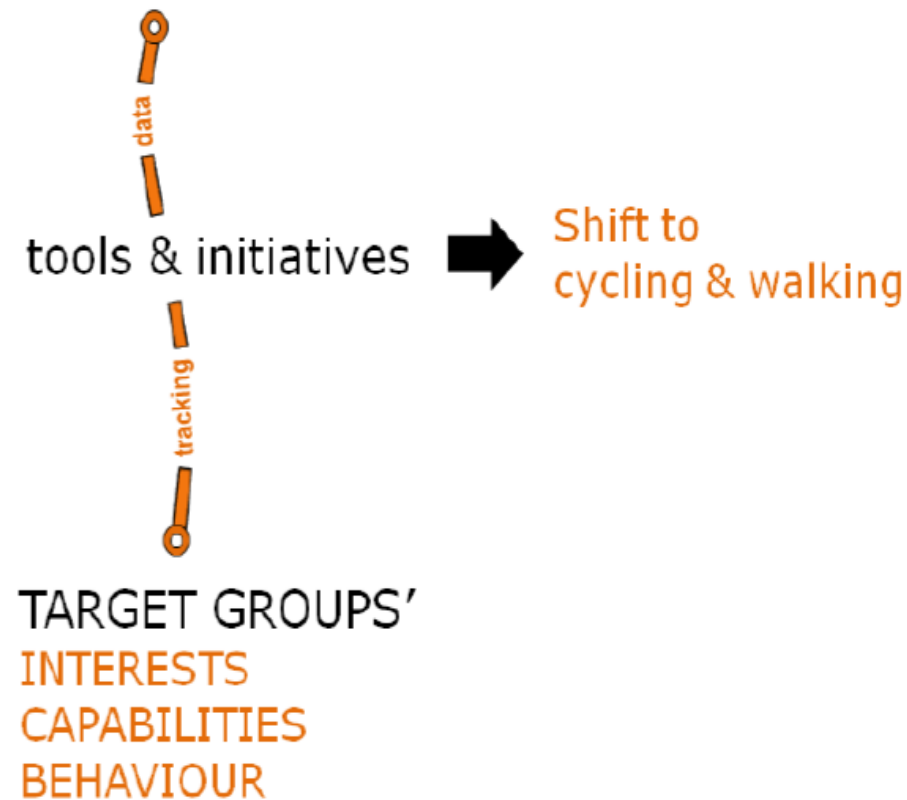
Detect behavior

Link behavior  
to incentives

Collect data



STAKEHOLDERS'  
INTERESTS



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# TRACE Objective and Focus

## Objective:

- Understand and unlock the potential of movement tracking services to promote and plan cycling and walking

## Focus:

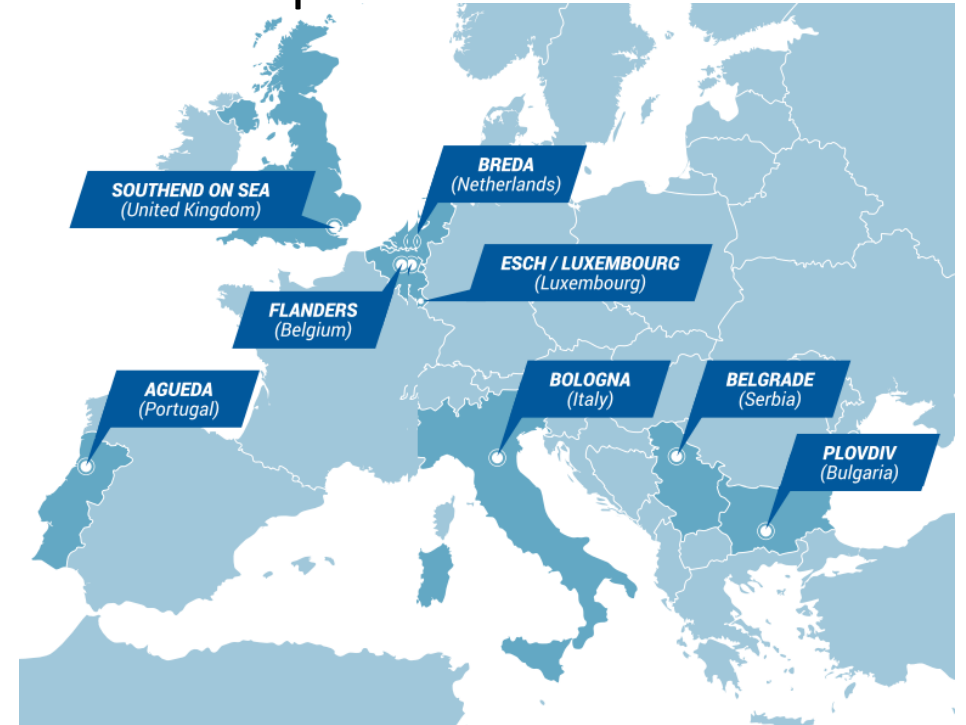
- Analyse how to apply cycling and walking tracking technology for **behaviour change initiatives**
- Study how cycling and walking tracking data may be used to **improve urban mobility planning**
- Address **ICT challenges** and overcome barriers related to the development of tracking services that meet the interests of both individuals and stakeholders
- **Develop, implement and test** tracking-based tools to promote behaviour change and support mobility planning, evaluating them in terms of impacts, success factors and benefits, and preparing for their full commercial exploitation
- Produce and disseminate **guidance and tools**  
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# TRACE Partners



## 8 pilots countries



12 partners,  
8 pilots countries  
2,8m € (100% H2020 funding)

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# TRACE - Stakeholders Willing to Incentivize Cycling & Walking

cities



employers



shops

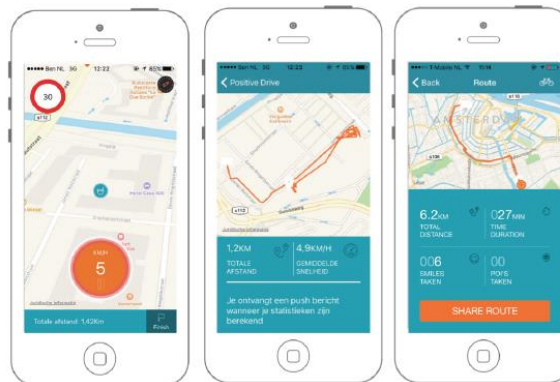


Traffic Snake Game



~2000 students  
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Positive Drive



~4000 users

Biklio



> 2000 users



# TRACE - Tracking Data Influences the Planning and Policy Process



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## TRACE - Long-term Effects & Exploitation

- Spreading knowledge on the potential of tracking
- Exploitation of three tools for incentivizing sustainable mobility
- Exploitation of one tool for analysing tracking data
- More cycling and walking, less congestion, cleaner environment, better economy

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# TRACE

**Thank you for your attention!**



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*<http://www.gsd.inesc-id.pt/~pjpg/>*

*<http://h2020-trace.eu/>*

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