



MOTIVATE

Social media & Gamification at the service of Sustainable Mobility: Introducing MOTIVATE Project

Seasonality takes a heavy toll on transport infrastructure and environmental quality in Mediterranean cities, which are often unprepared to accommodate large shifts in population during high tourist seasons. Increasing the use and access to low carbon systems becomes therefore a priority, allowing travellers, i.e. residents and visitors, to move around in ways that help preserve the natural and cultural heritage of Mediterranean cities, all while strengthening social cohesion and improving local quality of life.

MOTIVATE, financed under the "Urban Transports" thematic of Interreg MED, contributes to the uptake of low-carbon transport in five MED cities - Ioannina, Rhodes, Larnaca, Almada and Siena - by actively engaging travelers in the development and implementation of Sustainable Urban Mobility Plans (SUMP) through the use of social media and crowdsourcing techniques.

Core output of the project is the MOTIVATE e-platform. Platform services will be accessible in the form of user-friendly web services and a mobile app and will be tested in a period of 18 months, covering both touristic and non-touristic seasons.

This way, MOTIVATE will foster a resource-efficient and participatory collection and use of mobility data, ensuring high local ownership of mobility interventions in the respective cities.

MOTIVATE consortium consists of the following partners:

- 3** scientific experts: AEGEA (EL), HIT/CERTH (EL), MemEx (IT)
- 1** public transport operator: Tiemme SpA (IT)
- 5** pilot cities: Almada, Ioannina, Larnaca, Rhodes, Siena
- 2** associate partners: DAFNI Network of Sustainable Greek Islands, RODA



Almada hosts MOTIVATE kick-off meeting

The meeting was very productive, laying the foundation for an effective cooperation among the MOTIVATE partnership!



Stakeholder Engagement Workshops in MOTIVATE pilot cities

Stakeholder Engagement Workshops, signaling the launch of MOTIVATE's local communication strategy, were successfully implemented in Rhodes, Almada, Siena and Larnaca in the course of March and April! Workshops gathered approximately 90 stakeholders, including local and regional authorities, transport operators, service providers and community members, who welcomed the idea of becoming MOTIVATE ambassadors locally and are ready to start engaging the most important target group in the respective territories: the TRAVELERS!



MOTIVATE joins the Urban Transport Community

GO SUMP project, featuring the new Urban Transport Community, was launched on 3-5 April in the city of Malaga! GO-SUMP coordinates the work of 6 Mediterranean projects on sustainable urban mobility, including MOTIVATE, CAMPSUPS, LOCATIONS, MOBILITAS, REMEDIO and SUMPORT!

The kick-off meeting involved plenary presentations of each project, very interesting examples of sustainable mobility and urban planning from the MED area, team building sessions, group discussions and networking activities. A common database for potential cooperation fields among projects was also created, alongside with a common calendar of all projects' upcoming events.

MOTIVATE present at the "We are MED" community building event

On 17 May about 160 representatives of all projects funded by Interreg MED met in Alicante to harvest common ideas, share best practices, tools and methods and identify synergies in order to best capitalize their work.

The event included community-building activities, a World café session, debates and presentations of the different projects belonging to the eight Interreg MED thematic communities, along with in-depth discussions on ways to foster efficient cooperation between modular and horizontal projects.

MOTIVATE's Eleonora Ercoli from MemEx noted that "an effective working methodology between modular and horizontal projects will allow MOTIVATE partners to engage in fruitful networking activities with projects addressing the same challenges (MOBILITAS) and developing similar type of tools (SUMPORT).

At the end of the event, a Memorandum of Understanding was signed between MOTIVATE and GO-SUMP to reiterate MOTIVATE's commitment to actively collaborating with its horizontal counterpart.



MOTIVATE travels to Maastricht

Kosmas Anagnostopoulos and Alexia Spyridonidou from Aegean Energy and Environment Agency represented MOTIVATE at the European Conference on Mobility Management - ECOMM 2017- the largest conference on sustainable mobility in Europe.

ECOMM gathered top notch mobility management practitioners and experts from around Europe, providing a unique platform for MOTIVATE to engage in knowledge exchange and networking!

MOTIVATE partners shared valuable insights on how Mediterranean cities with high seasonality cope with transport challenges, emphasizing on the project's embrace of social media and crowdsourcing techniques as a means of making the transition to low-carbon systems more participatory.

This was particularly relevant, since many of ECOMM's sessions focused on the end-user's perspective and active participation to achieve the shift to a CO2 neutral transport system.



MOTIVATE project meets in Ioannina

Following an online coordination meeting in May, MOTIVATE partners came together in Ioannina at the 3rd project meeting, organized on 21-22 June. Partners reviewed the project progress and discussed upcoming activities, among which stands out the development of MOTIVATE e-platform, set to be launched in October!

Partners had the opportunity to review the draft version and discuss its functionalities and interface.



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