



MyWay

EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER

*MyWay: European Smart Mobility Resource Manager*

## D1.3 Methods of Influencing Behaviour Change – Initial Version

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## EXECUTIVE SUMMARY

The MyWay project aims to develop a journey planner with mobile user services that facilitates personalised seamless integration of public and private transport modes into a single trip and make travelling around the city effortless, swift and pleasurable. Along with integrated ticket information and automatic readjustments, all possible transport modes available will be displayed to the user in an integrated fashion, thus facilitating the more efficient use of a wider range of transport modes and improving the conditions for achieving modal shift. It will be tested in three 'Living Labs' across Europe in Catalonia (Spain), Berlin (Germany) and Trikala (Greece).

Deliverable D1.3, "Methods of Influencing Behaviour Change – Initial Version" provides a first version of the MyWay voluntary behavior change strategy and associated research activities, based on a wide-ranging literature review. It includes an outline description of algorithms to support voluntary behaviour change in MyWay and a list of anticipated GUIs.

D1.3 anticipates testing the effectiveness of behaviour change approaches in Catalonia-Barcelona Living Lab (encouraging e-mobility and public transport use), Berlin Living Lab (focusing on bicycle sharing and car-pooling) and Trikala Living Lab (encouraging car-pooling).

From an operational stand-point, Deliverable D1.3 marks a milestone in the project work plan, in that it specifies the detailed voluntary behavior change(VBC) user research to be undertaken in Work Package 1 and outlines the work necessary in other Work Packages to implement VBC. The Living Labs (LL) will also use the output of D1.3 to identify the functional and non-functional requirements needed for VBC, and the user data that will need to be recorded for evaluation of its effectiveness by WP6 (also based on the KPIs established in D1.2).