

MyWay

EUROPEAN SMART
MOBILITY RESOURCE
MANAGER



**MULTI-MODAL JOURNEY
PLANNING MADE EASY TO
ENCOURAGE THE USE OF
SUSTAINABLE MODES OF
TRANSPORT**



Co-funded by the Seventh
Framework Programme of
the European Union.



ABOUT MyWay

The European project MyWay will enhance journey planning and mobile user services facilitating personalised seamless integration of public and private transport modes into a single trip and making travelling around the city effortless, swift and pleasurable. Along with integrated ticket information and real-time updates, all possible transport modes available will be displayed to the user in an integrated fashion, thus encouraging the use of cleaner modes of transport.

THE OBJECTIVES OF MYWAY ARE TO:

- ➔ ENABLE A BETTER BALANCE BETWEEN PUBLIC AND PRIVATE TRANSPORT MODES;
- ➔ STIMULATE SERVICE COOPERATION AND MARKET DEVELOPMENT;
- ➔ ENHANCE THE PERSONALISATION AND USER ADAPTATION OF MOBILITY SERVICES;
- ➔ FOSTER ICT TRANSFORMATIVE TECHNOLOGIES IN SMART MOBILITY.



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MyWay runs until February 2016 and is supported through the Seventh Framework Programme for Research and Development of the European Union. During the two and a half years of the project, the journey planning and mobile user services will be developed and tested by three living labs, after which they will also be available for other local and regional authorities to be implemented and travellers to be used.

WHY MyWay IS NEEDED

- ➔ **Congestion** – European roads suffer from large amounts of traffic and congestion due to the extensive amount of people who travel predominantly by car, and thus prolong journey times. The modal split of transport in Europe is dominated by passenger cars accounting for 73.4% of passenger traffic compared to just 1.4% for tram and metro combined (2011).¹
- ➔ **Air quality** – Motor vehicles are a major source of pollution that contaminates the air we breathe and can

cause harmful health effects. According to the World Health Organisation (WHO), some 40 million people in the 115 largest cities in the European Union are exposed to air exceeding WHO air quality guideline values for at least one pollutant.

- ➔ **Green House Gas emissions (GHG)** – Road transport accounts for 72% of total GHG emissions from the transport sector and transport overall is responsible for 1/4 of overall GHG emissions in Europe.



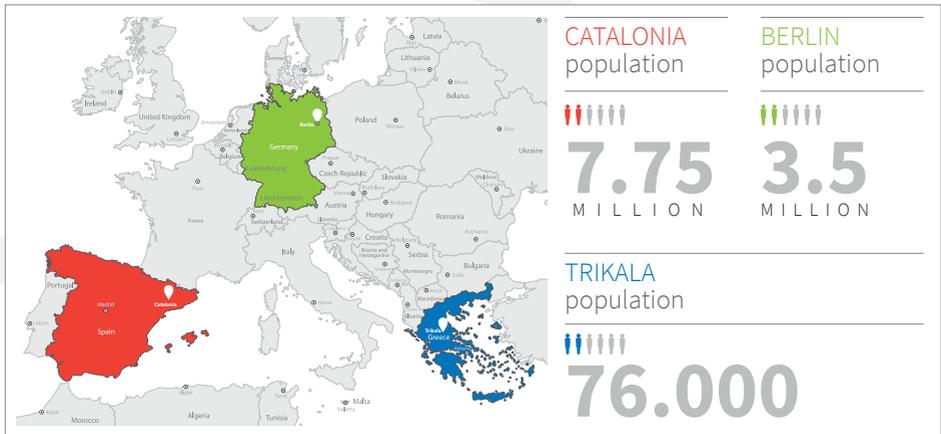
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¹ <http://ec.europa.eu/transport/facts-fundings/statistics/doc/2013/pocketbook2013.pdf> (p.19)

LIVING LABS

MyWay will be tested in three living labs in Catalonia (Spain), Berlin (Germany) and Trikala (Greece). The combination of large and dense cities along with smaller MyWay test sites is a reflection on the ambition for the European Smart Mobility Resource Manager to be tested in varying urban conditions

and produce more in-depth data analysis. The Barcelona and Berlin living labs will be examples of large and densely populated cities with a large mix of transport modes, whereas Trikala will be used as an example of a smaller urban area with a population 76,000 with fewer transport options.



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MyWay EXPECTED RESULTS

MyWay is expected to increase the travellers' usage of greener mobility services by allowing the traveller to make a more informed choice between different transport modes and indicating the most suitable journey plan under certain conditions and according to predefined parameters. This enhances the attractiveness, comfort and efficiency of the transport networks and minimises transport GHG emissions as users will be encouraged to switch to more sustainable mobility choices and travel patterns.

MYWAY AIMS TO DELIVER CONCRETE TRAVEL IMPROVEMENTS:

10%

SHIFT IN TRAVEL CHOICE FROM PRIVATE MODES (CARS/MOTORBIKES) TO COLLECTIVE (PUBLIC TRANSPORT) AND FLEXIBLE MODES (FLEXIBLE TRANSPORT, SHARED E-SCOOTERS, BIKES).

AT LEAST

5%

IMPROVEMENT IN MEAN JOURNEY TIMES.

5%

CONGESTION REDUCTION.

MyWay PARTNERS

For more information about MyWay, please contact www.myway-project.eu



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