CRiMM (*Research Centre for Mobility Models of University of Cagliari, Italy*) was established in 1996 with the aim of promoting research in transportation and mobility, placing the focus on achieving integrated economic development and sustainable land use.

Our Centre comprises university professors, researchers and external collaborators (eight transportation professors, four PhD Students, one PhD researcher, two contract researchers and 4 transportation engineers with expertise in transport modelling) who conduct both basic and applied research in transportation planning. Over the years CRiMM has contributed to numerous externally funded local, national and international research projects (research projects founded by regional and national government for the study and modelling of travel demand and time use) as well as to transportation plans for the Sardinian government and local government agencies (Regional Transportation Plan for the Autonomous Region of Sardinia, feasibility studies and plans.). Our research centre also collaborates with outside parties in both the academic world (Technical University of Denmark (Copenhagen) and University of Texas at Austin) and private sector such as Citilabs (www.citilabs.com) and Systematica (www.systematica.net), Mlab (www.mlab-srl.com).

Current research interests lie chiefly in promoting changes in travel behaviour for achieving more sustainable mobility, in activity based and discrete choice modelling for travel demand forecasting, in the micro-meso-and macrosimulation of transportation networks.

In recent years the attention has been focused primarily on implementing information and marketing strategies aimed at encouraging sustainable mobility, the so-called soft measures.

These strategies, presented and discussed at the international level at numerous transportation conferences (TRB, ECT, WTCR, etc.) employ mobile-based technology for data collection, specifically a device, called the GPS Active Logger, implemented by our Centre for collecting individual travel and activity diary data in real time.

Our interest in the frame of the Horizon 2020 Work Programme "Smart, Green and Integrated Transport concerns in particular 3 topic areas related to the 'MOBILITY FOR GROWTH' Call:

1. Urban Mobility - **MG.5.5-2015. Demonstrating and testing innovative solutions for cleaner and better urban transport and mobility;**

We propose our qualified team and expertise to involve CRiMM in partnership with the City of Cagliari (Italy) in a city-led consortia for testing innovative mobility solutions. Our experience with the implementation of soft measures is in line with three thematic categories of measures covered by CIVITAS strategy, in particular: collective passenger transport, demand management strategies and mobility management and travel awareness.

The CRiMM team is involved in on-going personalized marketing projects in the metropolitan area of Cagliari (workplace travel plan or Personalized Travel Planning) with the aim of promoting the use of public transport in collaboration with:

- Public transport agencies in the Province of Cagliari (CTM, ARST, FDS),

- Town councils in the metropolitan area of Cagliari,

- University of Cagliari

- Local hospital.

The work conducted by our Centre for these activities involved:

- The design of a survey for recruitment of participants

- activity-travel data collection and analysis,

- evaluation of the program through explorative analysis and discrete choice modelling conducted also with the collaboration of the Technical University of Denmark (Copenhagen) and the University of Texas (Austin).

2. Intelligent Transportation Systems - **MG.7.1-2014 Connectivity and information sharing for intelligent mobility;**

Within the context of providing real time travel-related information using communication network platforms, our Centre can contribute to enhancing the effectiveness of information provision assessing micro-level factors underlying behavioural change, in terms of the selection of specific individual segments (who may be more sensitive to certain aspects of the policy measure), and in terms of different types of information provision (monetary benefits, reduction in travel time, reduction in CO_2 emissions, etc.), form (text, image, a combination of the two), signals, *etc*. In particular, our Centre has already developed a functional model structure that is able to bring to light the efficacy of the measure, using activity-travel data collected before and after implementation of a soft measure.
Please see:
http://www.sciencedirect.com/science/article/pii/S1877042813040378.
http://www.caee.utexas.edu/prof/bhat/ABSTRACTS/ModelingPropensity.pdf

3. Socio-economic and behavioural research and forward looking activities for policy making - **MG.9.2-2014 User Behaviour and Mobility patterns in the context of major societal trends.**
Our experience in travel demand analysis and forecasting, and knowledge about travel behaviour modelling approaches can contribute to analysing and gaining a deeper understanding of the role of emerging information and communication technologies in new mobility patterns and societal trends.

If you are interested in cooperation please contact us for.
Let me apologize for this message in case you are not interested in this topic.
We are looking forward to your reply.

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