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1. Project Proposal Information

Project Proposal Title	Switch2Green
Project Proposal Acronym	Switch2Green
Call	MG.7.1-2014
Topic(s)	Connectivity and information sharing for intelligent mobility
Keywords	Green mobility, ITS, Web and information systems, GNSS, Social networks, cloud computing, open data
Abstract (Max. 2000 words)	<p>The project aims to support European citizens' mobility choices, both when planning and while travelling, through the suggestion of effective and reliable travel alternatives, based on site-specific historical profiles, current and forecast traffic and environment data, and through the provision of integrated travel services, encouraging and promoting the shift to individual green mobility options. At the same time, Switch2green will provide Public Administrations with comprehensive understanding of citizens' mobility choices and the evaluation of their travel experience, in order to allow assessment and improvement of the mobility services offered to their citizens, to plan new transport solution and to promote more eco-friendly choices among citizens. The synergic combination of this twofold approach, i.e. services for the citizens and services for the Public Administrations, is expected to significantly impact on reducing traffic congestion, progressing transport systems' quality and utilization, reducing pollution levels and improving European citizens life quality.</p> <p>To reach its ambitious objectives, the project intends to develop and test in real-life conditions, in three European cities, a cloud-based information platform collating all relevant transport (public and private), meteorological and environmental information from different data sources, elaborating them to provide reliable real-time and forecast information and to feed a multi-modal real-time adapting travel planning engine: the platform will provide travel choices and travel services to support pre-trip and on-trip citizens' needs (itineraries, infomobility, travel resources availability and booking, ...). The platform knowledge base will also gather feedbacks from citizens, via crowdsourcing and social network sensing, allowing better understanding of their traveling behavior. Analytic functionalities for decision support leveraging on traffic, environment and citizens feedbacks will allow Public Administration to better plan and</p>

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	<p>evaluate their mobility strategies encouraging eco-friendly choices and attitudes. Research activities are foreseen in tackling big data management issues and decision support algorithms; security will be ensured applying the process capability assessment and improvement approach, integrating security management into platform design, implementation, operation and maintenance. The Switch2green project will include a comprehensive understanding of the relevant market structures and business segmentation, including the identification of the key drivers and barriers that shape technology development.</p> <p>Stakeholders all along the value chain of urban transport and mobility are involved in the project, ITS technology providers, Public Administrations, transport service providers, and citizens. User acceptance and engagement is considered a key success factor and will be encouraged with specific involvement initiatives in the validation sites. The project idea leverages on the ever-spreading availability of data (big, open, linked data), connectivity among people and with objects (IoT) and the European GNSS based location services to address one of the main challenges in today's Europe, i.e. foster intelligent and eco-sustainable mobility choices and awareness among European citizens.</p>
Project Description (Main Work Packages)	
Current Consortium (Partners, Organisation Types)	
Deadline for Responses	March 7th, 2014

2. Profile of the Partners Sought

Organisation Type	Any
Required Skills and Expertise	Any contribution (technical, research, test site, evaluation, ...) to the project by an international cooperation (from non EU countries) partner
Role in the project	International cooperation partner (non UE)
Other Requirements	

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3. Project Proposer Information

Name of the Organisation	Project Automation S.p.A.
Organisation Type	SME
Country	Italy
Fields of Activity	System integrator ITS, environment
Contact Person	Emanuela Seregni
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Previous FP Projects Participated	