Sustainability InnoCenter

CODING FOR HUMANITY openhack STOCKHOLM 2020

UPPSALA UNIVERSITET

INNOVATION

Sustainable mobility nudges based on open data and behavioral economics

KEY ELEMENTS

In the past decades, European cities have set ambitious goals for low carbon transition, but regional sustainability services lack an active user base.

Only 15% of consumers take sustainability into account and business models developed by the regions and cities fail to meet the environmental targets set on an EU and regional level.

GOAL

To help in the transition towards sustainable mobility in cities.

CHALLENGE

How can citizens be engaged so as to use more bikes than other transport means in cities? How open data can be utilized towards behavioral changes for sustainable mobility? What nudges, gamification methods, or behavioral economics could be applied in order to make a shift from conventional transport means to clean and sustainable mobility (most bikes)? What kind of smart applications can be developed, with citizens in the center- towards a clean transportation shift? What business models and incentives can be integrated in such platforms? Any idea with technical (or not) background, based on nudges, gamification and behavioral changes – is the aim of this challenge.

END USER

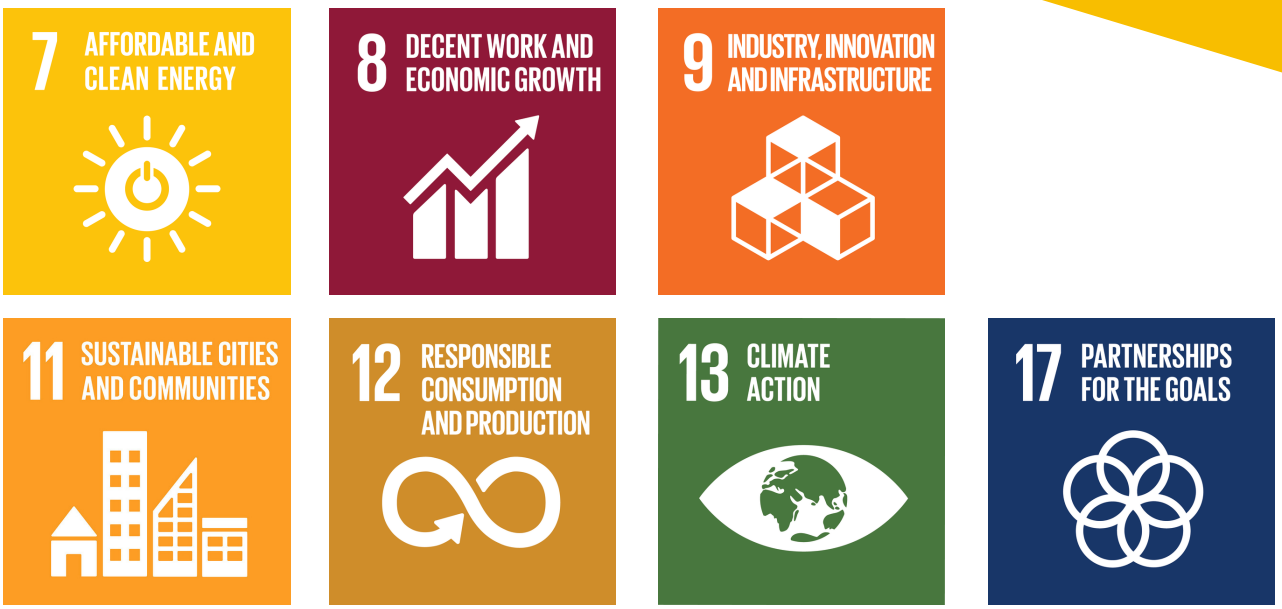
For citizens to be able to transition to a more sustainable way of moving around the city.

CODING FOR HUMANITY openhack STOCKHOLM 2020

UPPSALA UNIVERSITET

INNOVATION

SPECIFIC SDGs CONNECTION



ORGANIZATIONAL BACKGROUND

Sustainability InnoCenter, is a part of a larger European consortium providing guidance forimplementing the next generation of urban sustainable mobility policies, strategies and data-drivensolutions. This project focuses on the needs of communities in three countries (Austria, Germany,Sweden) and will provide proof of concept in Uppsala (Sweden) and Salzburg (Austria). The idea is todevelop a framework that brings together perspectives of smart city managers, citizens and state-of-the-art scientific insights into motivation strategies for sustainable mobility.The project will provide the proof-of concept for a replicable online product place for cities andproviders of sustainable services, which engages citizens through behavioral nudges and gamifiedfeatures. It will focus on bike-mobility services, local production & consumption and digital inclusionservices.Current frameworks for changing mobility choices do not fully take account of city requirements andcitizens' needs, rights and ideas for sustainable mobility governance while still offering state-of-the-art digital nudging methods. All perspectives are brought together on this project which combinesreal-time, user-generated and public open data with nudging methods for promoting sustainablemobility.