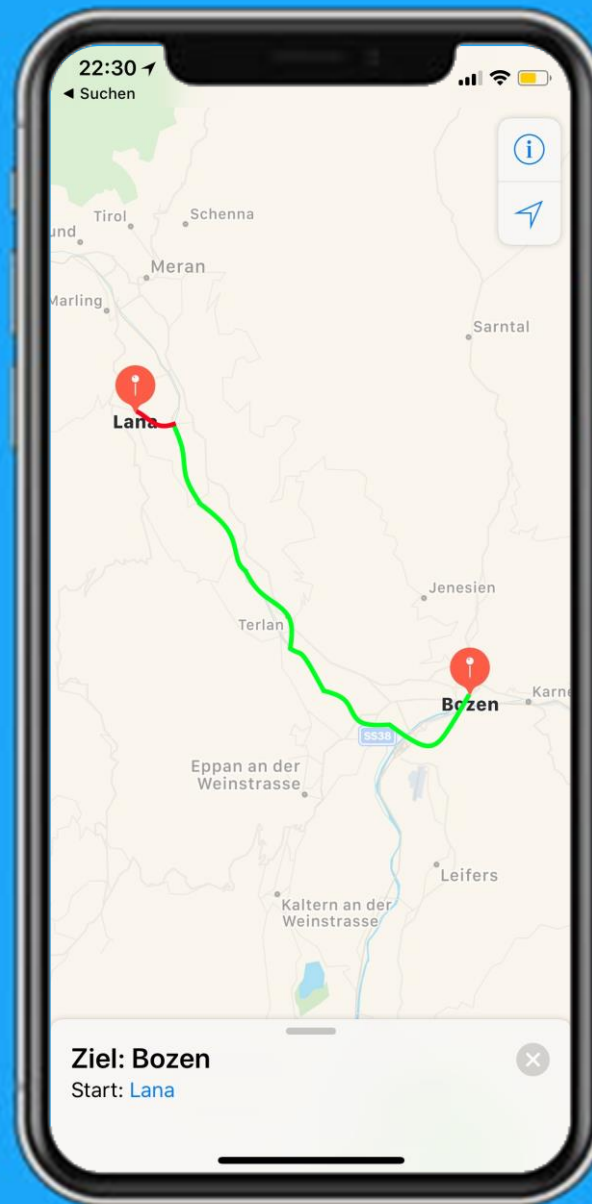


**Green Alps:**

**Persuasive and Sustainable  
Mobility**

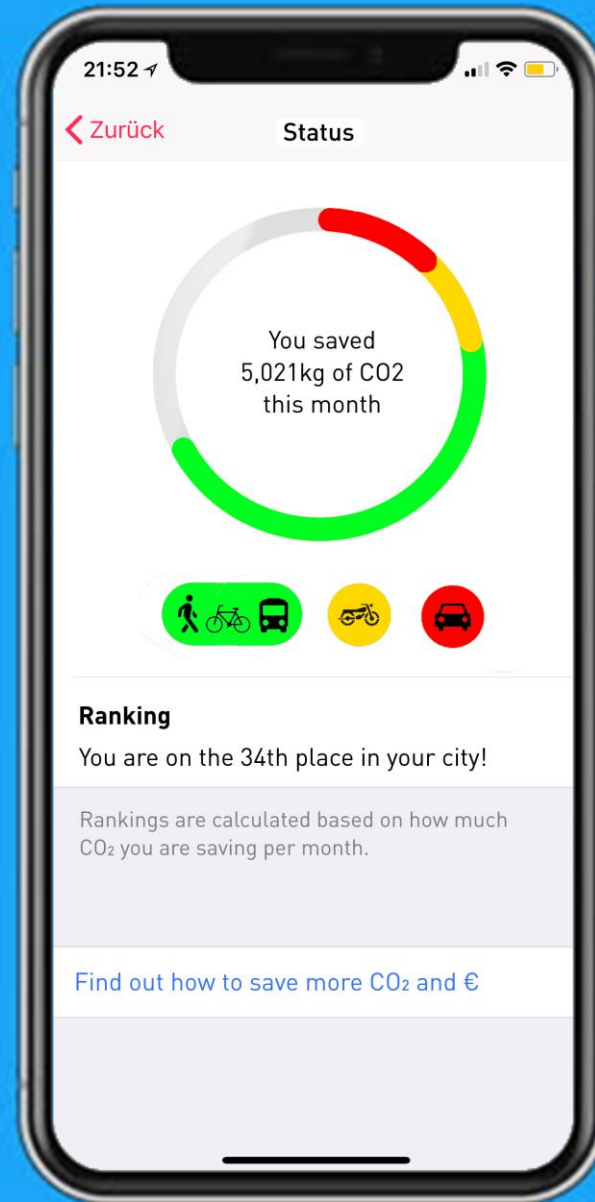
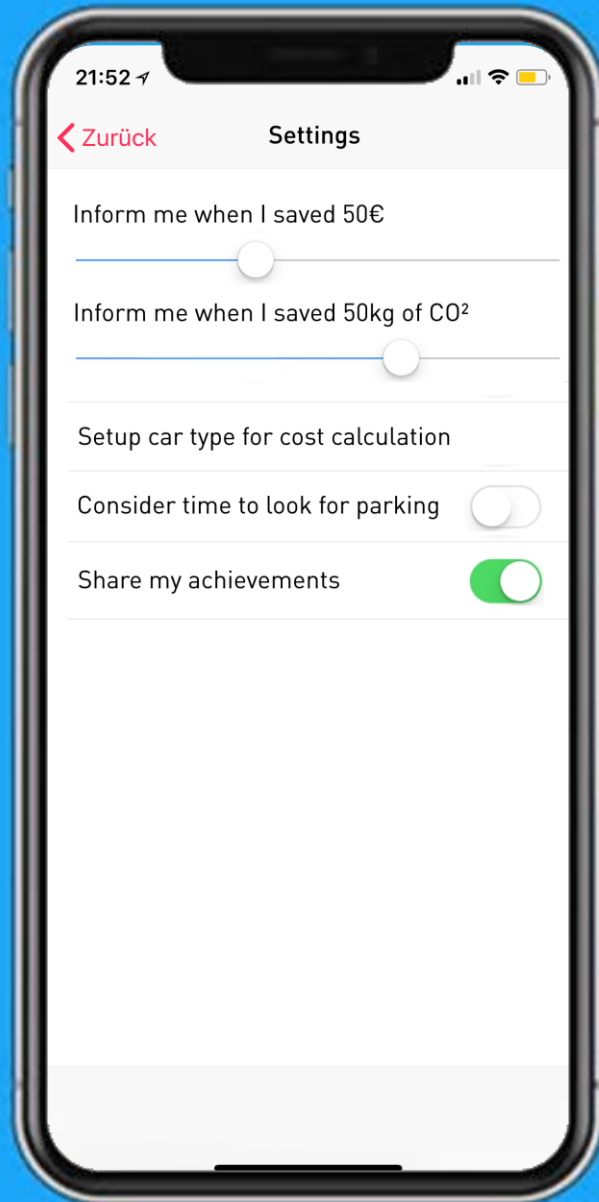
# Goal

**Persuade** commuters and tourists  
to use public transport/bike  
when going from A to B



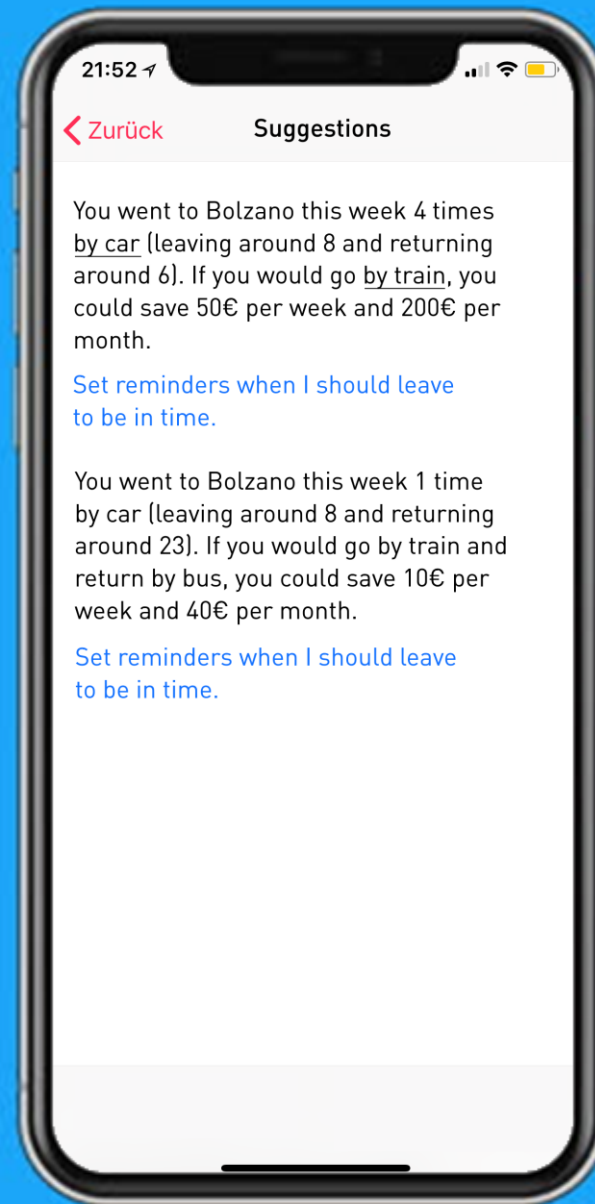
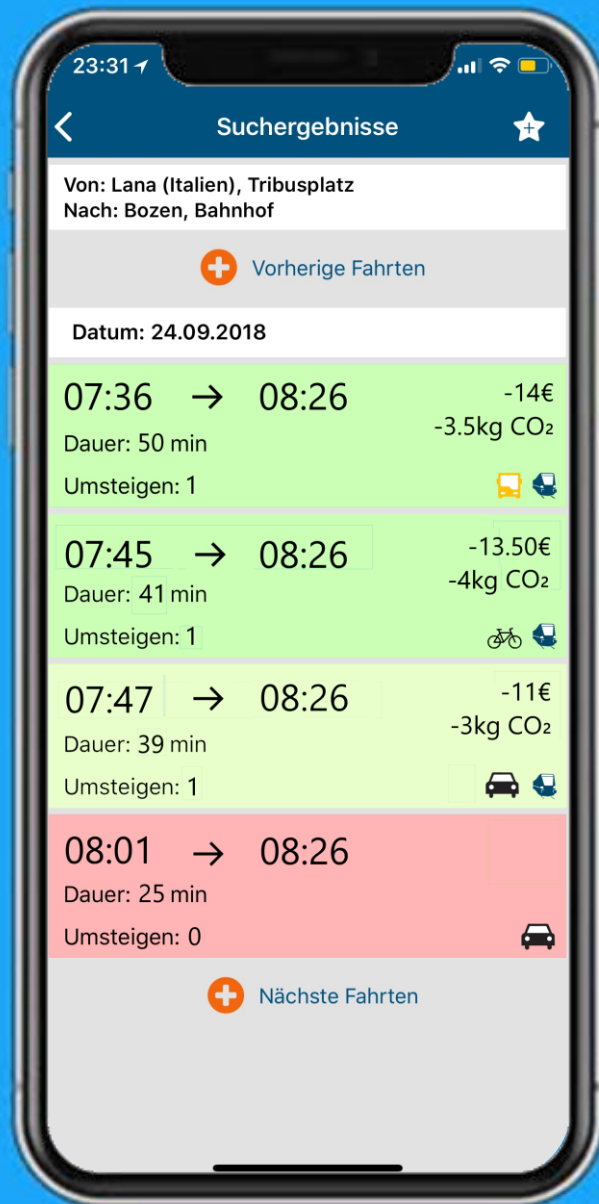
# Self monitoring

- See how much CO<sub>2</sub> and money you save
- See where you waste it



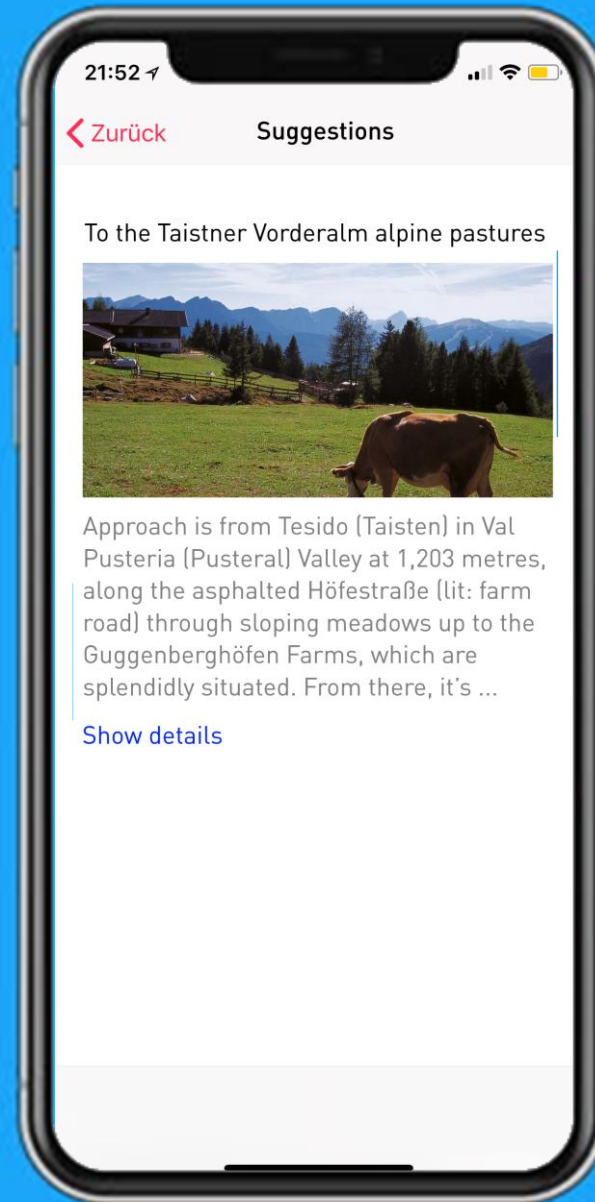
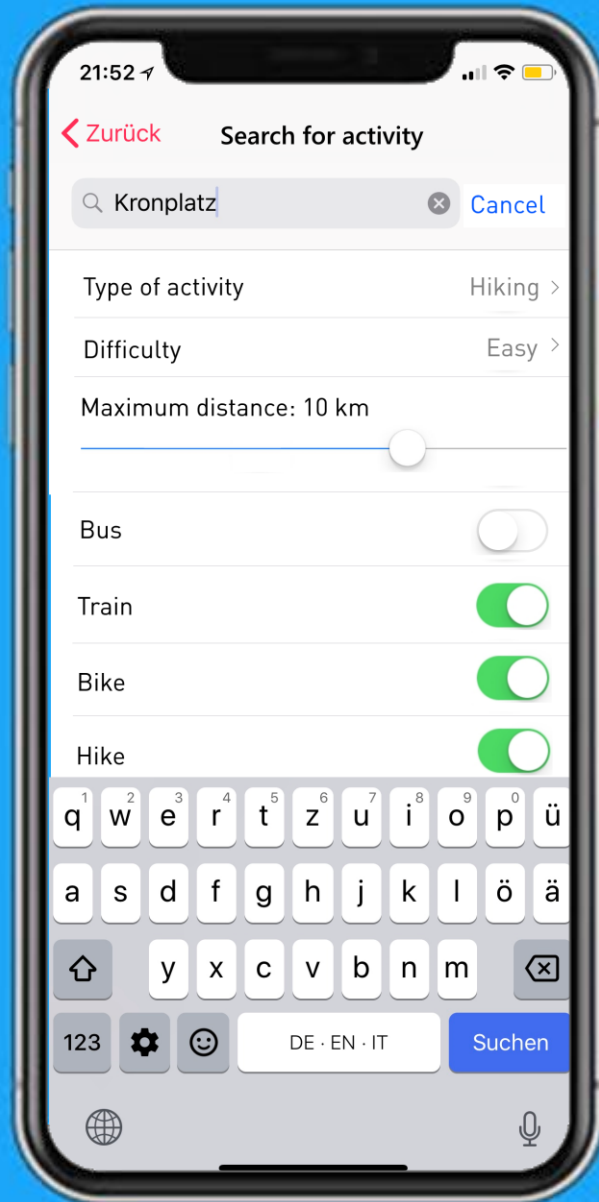
# Challenges, goal setting, and social comparison

- Achieve CO<sub>2</sub> and € challenges
- Compare your achievements to others nearby
- Based on the travel classification using Open Street Map data
- Aggregated views for other stakeholders



# Personalized Suggestions for Commuters

- Based on transport schedule
- Expected traffic (based on Open Data Hub's presence of guests)



# Personalized Suggestions for Tourists

- Based on planned activity type
- Connect with partners to suggest activities doable on foot, with bike, or public transport

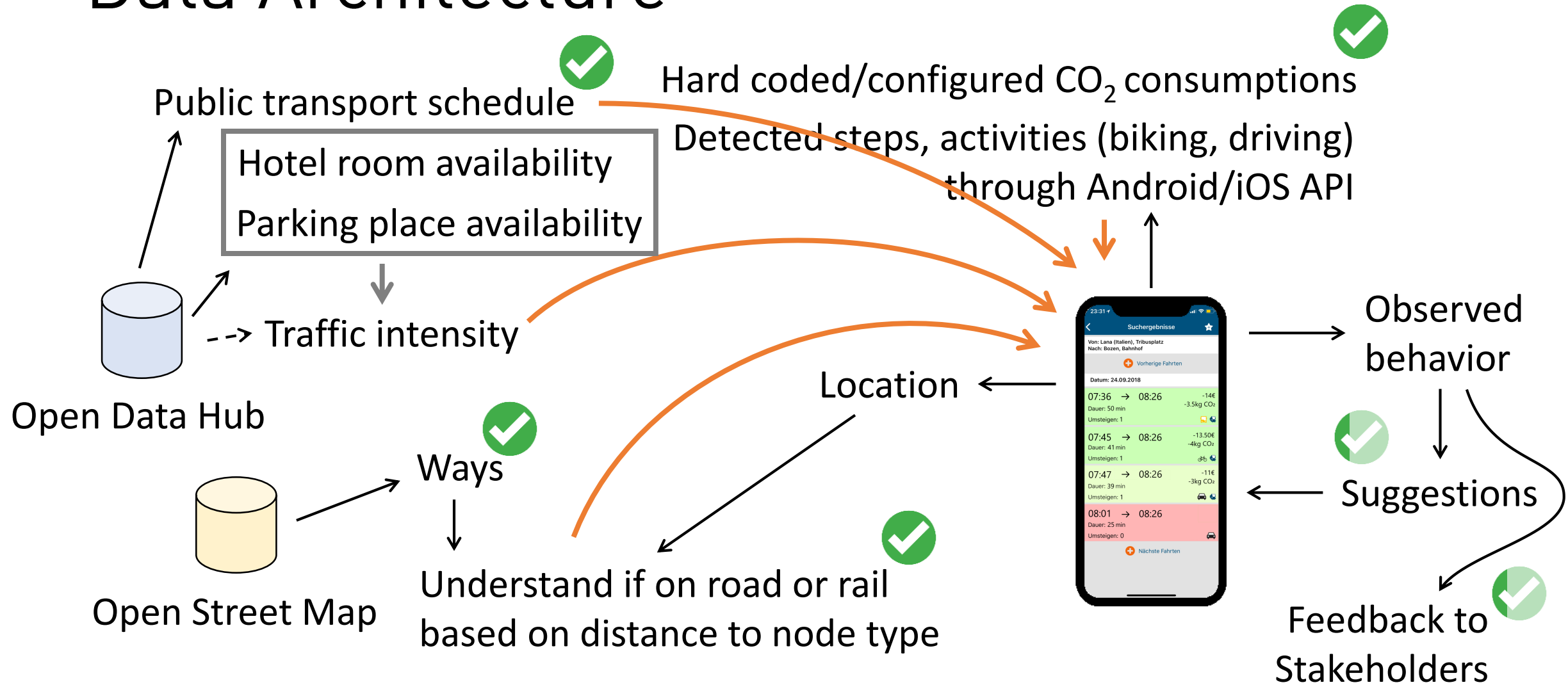
Thank you!

# References

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# Data Architecture



✔ Feature is implemented in the proof of concept