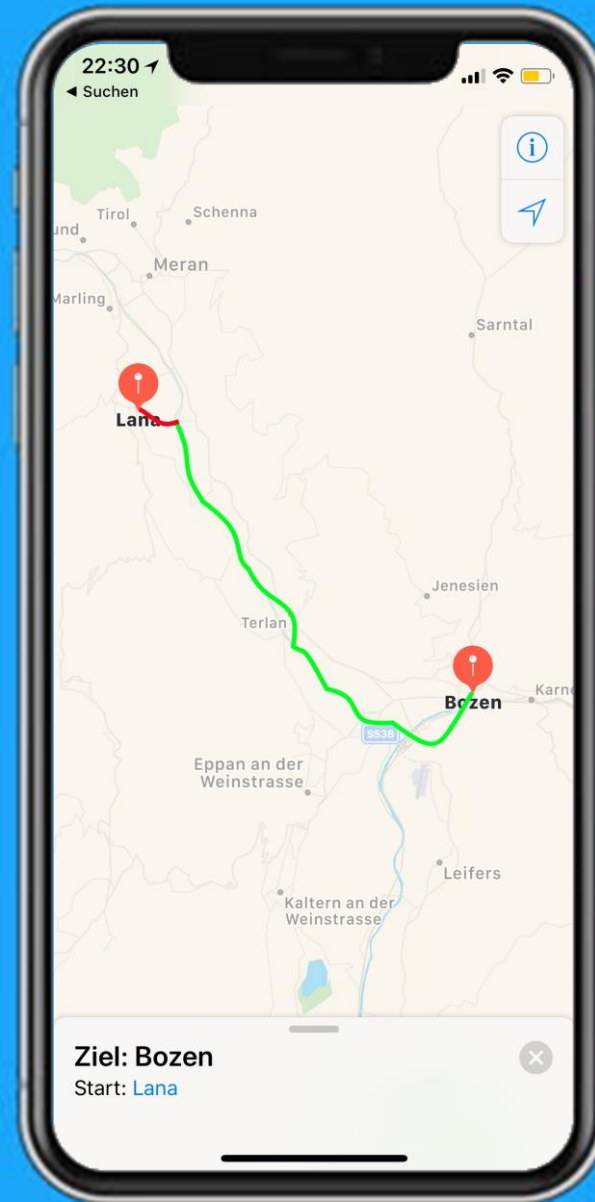


Green Alps:

**Persuasive and Sustainable
Mobility**

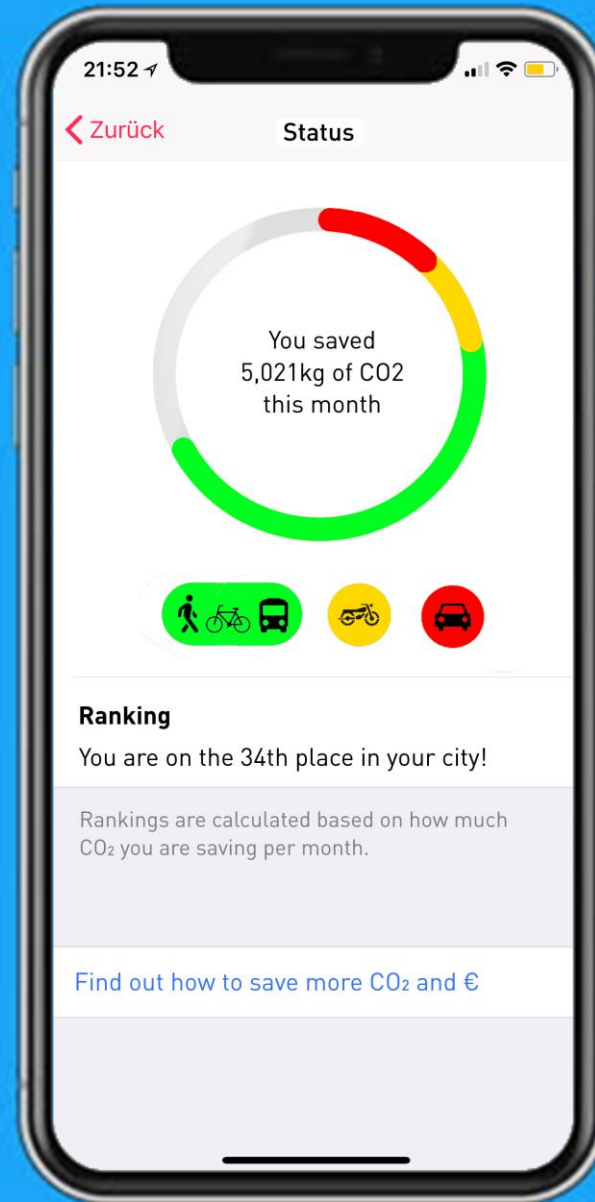
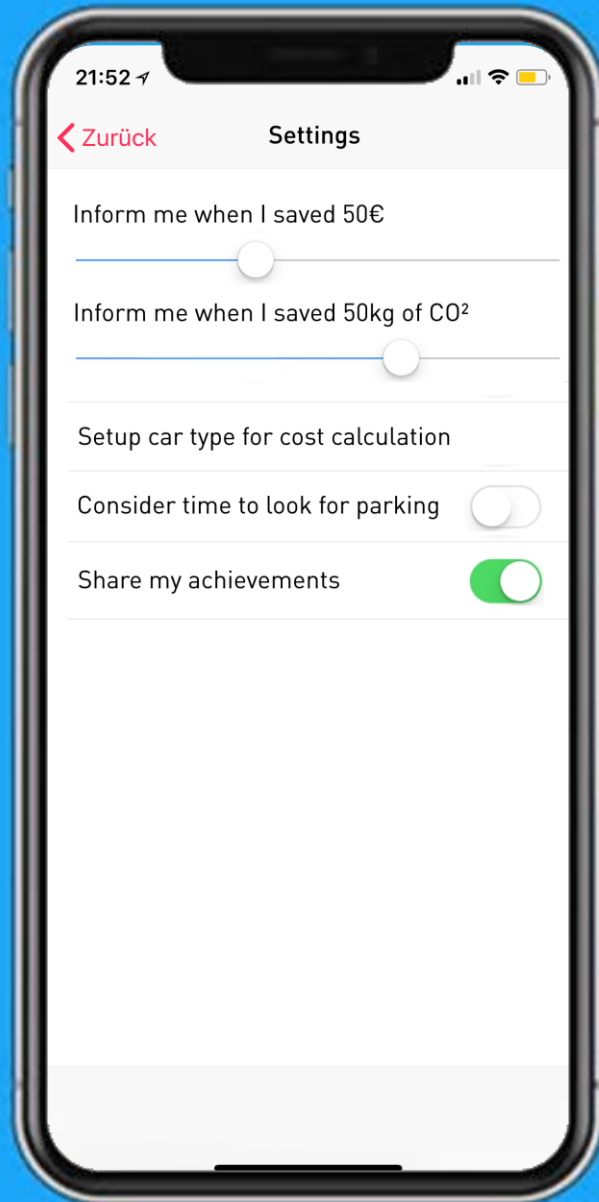
Goal

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



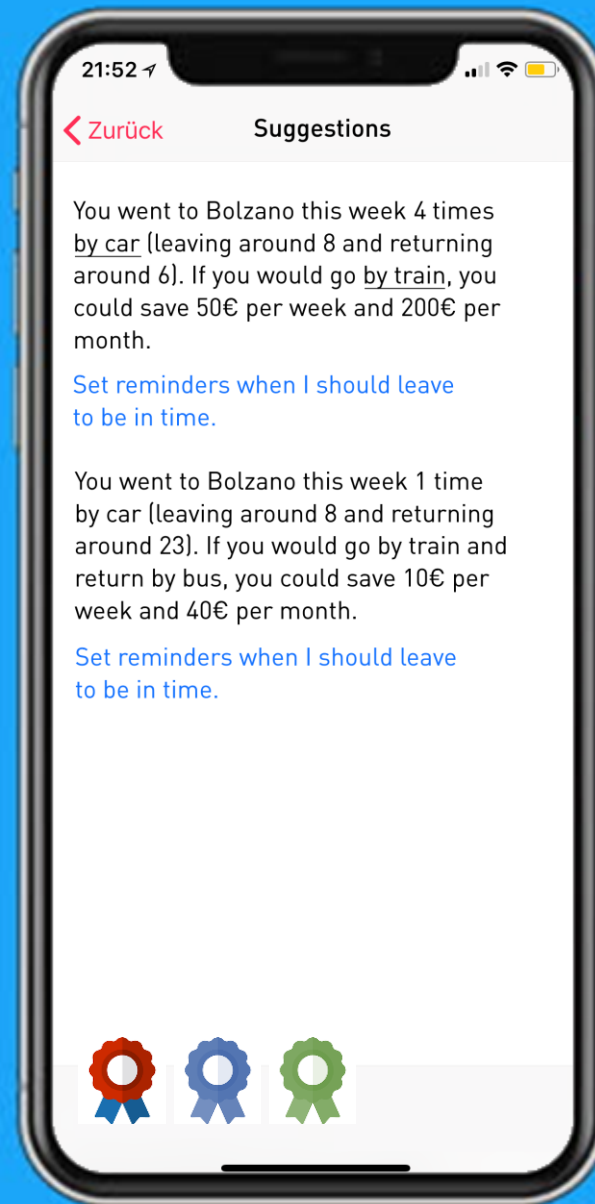
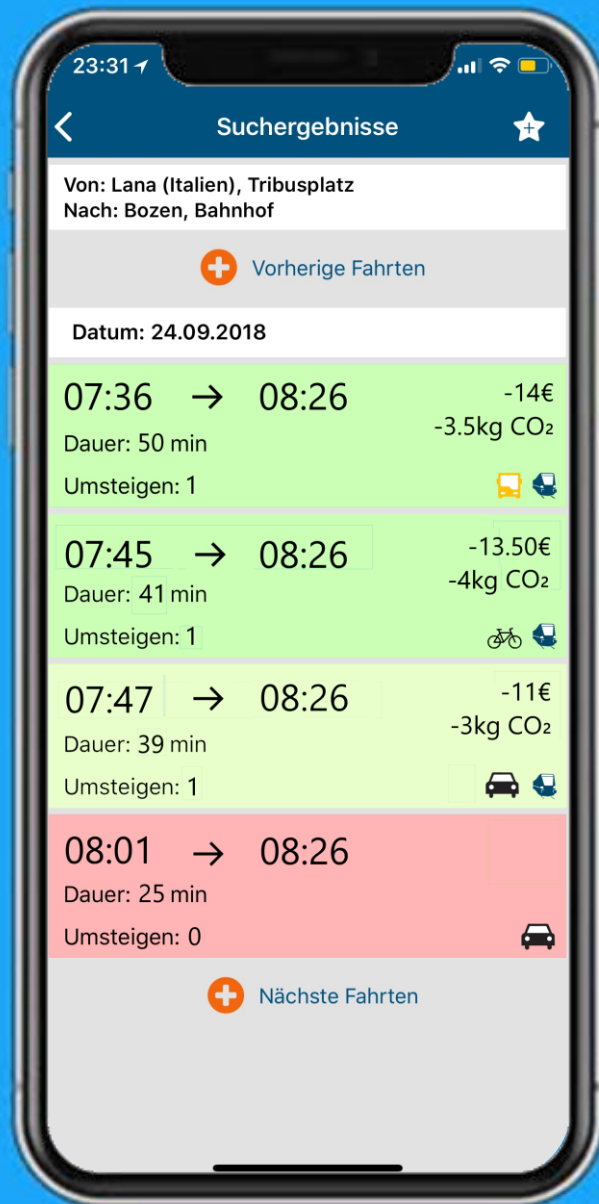
Self monitoring

- See how much CO₂ and money you save
- See where you waste it



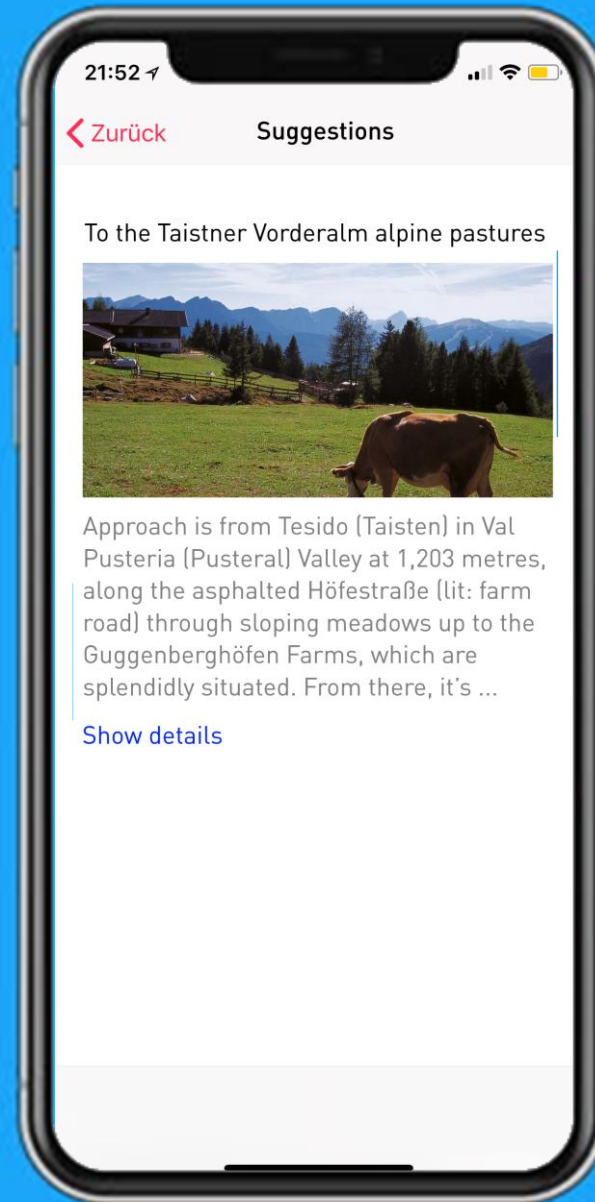
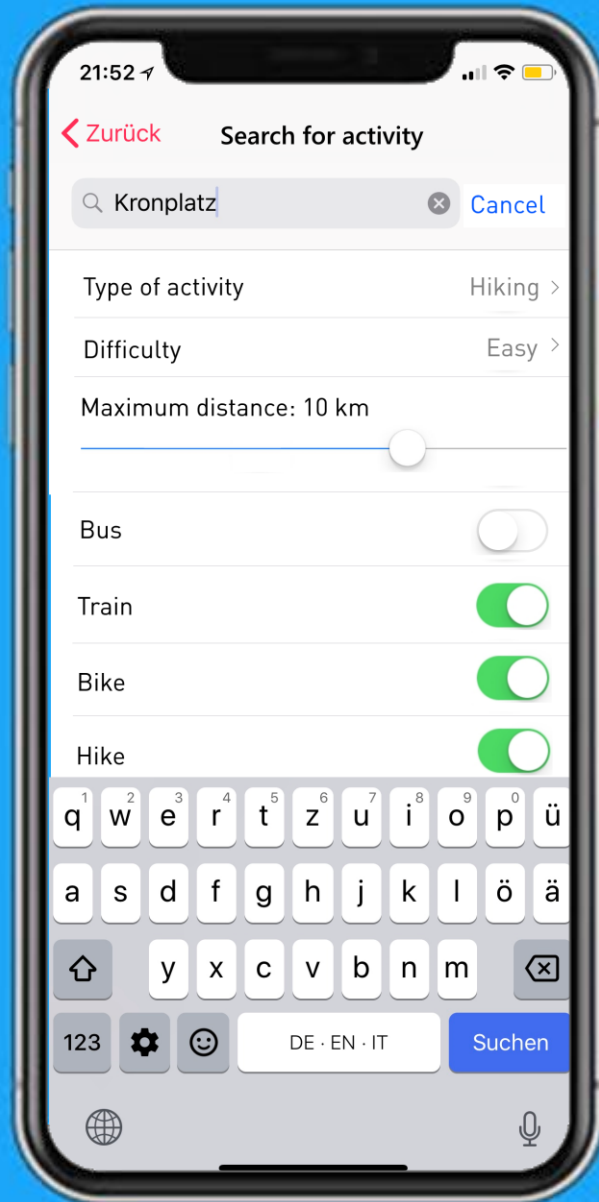
Challenges, goal setting, and social comparison

- Achieve CO₂ 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

- Kazhamiakin, Raman & Marconi, Annapaola & Perillo, Mirko & Pistore, Marco & Piras, Luca & Avesani, Francesco & Perri, Nicola & Valetto, Giuseppe. (2015). **Using Gamification to Incentivize Sustainable Urban Mobility**. Visited 22.09.2018, [Link](#)
- Anagnostopoulou, Evangelia & Bothos, Efthimios & Magoutas, Babis & Schrammel, Johann & Mentzas, Gregoris. (2016). **Persuasive Technologies for Sustainable Urban Mobility**. Visited 22.09.2018, [Link](#)
- De Lijn, CO2-emissions of vehicles. Visited 22.09.2018, [Link](#)

Data Architecture

