

MoTiV Kick-off meeting – Press release 21.11.2017

Žilina, SLOVAKIA – The newly launched Horizon 2020 project MoTiV (Mobility and Time Value), coordinated by the University of Žilina (UNIZA), addresses the emerging topic of exploring the dynamics of individual preferences, behaviours and lifestyles that influence travel and mobility choices.



The project will introduce a new definition and methodology for the estimation of the Value of Travel Time (VTT) based on the value proposition of mobility, i.e. at an individual level. MoTiV will explore emerging views of VTT which consider not only its economic dimension (time and cost savings), but also motivations, preferences and behaviours linked to the broader concept of individual well-being (with indicators such as calories burnt, carbon footprint and overall satisfaction for the use of travel time in relation to planned activities).

The conceptual framework will be validated through data collection and evaluation in at least 10 EU countries. The mobility and behavioural dataset will be collected using a mobile application developed by the project consortium. With this mobile app, end-users will be able to more easily track, understand, and re-evaluate travel decisions to make the most of their free time in accordance with personal preferences, lifestyle, interests, and budget. The target is to engage in the data collection process a minimum of 5.000 participants actively using the MoTiV app for at least two weeks. Besides validating the conceptual framework, the dataset will be made available to the scientific community as an Open Dataset to stimulate further research in this area. The MoTiV project findings will contribute to the development of new mobility services and to the extension of existing applications, such as the ones offered by the business partners of the Consortium (i.e. *routeRANK journey planner*¹ and the *PiggyBaggy*² app for crowdsourced deliveries).



On November 14th and 15th, UNIZA hosted the MoTiV kick-off meeting on the premises of the University Science Park. The meeting gathered 21 participants, representing the seven Consortium members. JUDr. Viera Petrášová, national contact point at the Slovak Center for Scientific and Technical Information (CVTI SR), attended the first day to represent the European Commission Project Officer Andrea Arcelli. Prof. Ing. Ján Čelko, CSc., Vice-Rector for Science and Research, and Prof. Tatiana Kováčiková, PhD., ERA Chair Holder for Intelligent Transport Systems,

welcomed the participants on behalf of UNIZA and ERAciate respectively. The project coordinator Dr. Giuseppe Lugano opened the meeting by emphasizing that MoTiV is currently the only H2020 Research and Innovation Action project coordinated by a Higher Education Institution in Slovakia, and acquired by an ERA Chair project (ERAdiate³) – two reasons UNIZA should be proud of. The first day

¹ <https://www.routerank.com>

² <http://piggybaggy.com>

³ <http://www.erachair.uniza.sk>

was dedicated to the project objectives, activities, outputs, management and general structure of the work packages, to ensure a common understanding of the project as a whole. Throughout the second day, the participants considered the strategies, action plan and discussed in small groups specific topics related to the project implementation, namely the MoTiV conceptual framework, the application development and the European-wide data collection campaigns.

Project Facts

Project acronym: MoTiV

Project title: Mobility and Time Value

Project website: www.motivproject.eu

Project reference: H2020-MG-2017-SingleStage-INEA

Grant Agreement number: 770145

H2020 pillar: Societal Challenges, “Smart, Green and Integrated Transport”, Mobility for Growth

Funding scheme: RIA – Research and Innovation action

Project duration: 30 months from 1.11.2017 to 30.04.2020

Budget: 1.930 M€ (EU funding rate 100%)

Relevant target groups: international academic and scientific community; European, national, regional and local policy makers dealing with transport and mobility, the environment and citizens’ well-being; end-users and promoters of the MoTiV app; transport companies; associations of transport companies; mobility and urban planners; as well as the general public.

Project partners

- University of Zilina (Leading partner), Slovakia
- Eurecat, Spain
- Instituto de Engenharia de Sistemas e Computadores, Investigação e Desenvolvimento em Lisboa (INESC ID), Portugal
- TIS.pt – Consultores em Transportes Inovação e Sistemas, S.A., Portugal
- CoReorient, Finland
- RouteRANK, Switzerland
- European Cyclists’ Federation, Belgium

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