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MoTiV Project Press Release

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The Power of Data Analytics for Mobility and Transport: MoTiV Project Workshop in Barcelona



On September 18, the MoTiV Project Consortium held a workshop on the power of data analytics in assessing value of time for mobility and transport planning. The workshop was held in the city of Barcelona by MoTiV's project partner [Eurecat](#), the main research and technology (RTO) centre in Catalonia providing the industry and business sector with expertise and solutions to their business needs.

The workshop provided a comprehensive analysis of the dynamics of user preferences, behaviours and needs while traveling, and identified the factors that most influence them. The discussed topics and the presented analysis highlighted the main factors that influence user choice of the travel modes, the time spent for travel preparation and travelling as well as the Value proposition of Travel Time.

Delivering the keynote address on the occasion, Florida di Ciommo, Co-director of the cooperative [cambiaMO](#), stressed the importance of adopting a needs-based approach to transport planning. "Mobility needs are related to basic rights. Fulfilling those needs will help us to create a socially inclusive transport system that gives accessibility to all groups of society. The MoTiV project will help us to better understand the needs of all different types of users in the mobility system."

The event featured broad participation in terms of public and private stakeholders from the transport sector, academics, and transport enthusiasts curious to learn more about Big Data analytics in mobility and transport. The morning sessions featured panel discussions on several topics ranging from the assessment of traveller expectations and the perception of the Value of Travel Time, to the identification of current trends and future opportunities through the analysis of user data on mobility behaviours. The afternoon sessions focused+ on a hands-on tutorial on how to analyse mobility data, as well as presentations of European projects related with inclusive mobility and transport such as [DIAMOND](#), [Inclusion](#) and [HiReach](#).

Furthermore, the workshop sessions included a presentation on the [Woorti App](#), through which the MoTiV project will collect and analyse user data to address the Value of Travel Time from the perspective of a single individual with a unique combination of personality, preferences, needs and expectations, in contrast with the traditional viewpoint of the economic dimension (time and cost savings).

Event stakeholders agreed that a better and more holistic understanding of the Value of Travel Time, as provided by the MoTiV project results, would help them to meet travellers' expectations and improve their services. According to Humberto López, General Director of the Catalan tramway public transport operator [TRAM](#), "Value of Travel Time is not just about trip duration, but more and more about the meaningful activities you can do while travelling."

Giuseppe Lugano, lead coordinator for the MoTiV project from the [University of Žilina](#), Slovakia (UNIZA), summed up the outputs of the day in the following manner: "All these actors have a common objective, and even if working in a competitive sector, they all stress the importance of taking into account the customer perspective, the traveller perspective, which is in line with the objectives of the MoTiV project."

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