



## MoTiV Project Press Release

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### Make your Time Count MoTiV project launches the Woorti app

The H2020 project Mobility and Time Value (MoTiV) is officially launching its public campaign, after delivering a scientific framework for the analysis of the Value of Travel Time (VTT). Through Woorti, a dedicated app available for both [iOS](#) and [Android](#), quantitative and qualitative data on the travel habits of European citizens will be collected in at least 10 countries. The data will be analysed to introduce a new definition and methodology for the evaluation of the VTT, integrating in the algorithms a dimension of individual well-being.

MoTiV aims at **boosting the scientific debate on the changing Value of Travel Time**, providing a new paradigm for its conceptualization and evaluation. In MoTiV, the VTT is addressed at the level of the individual travellers by taking into account their unique personalities, preferences, needs and expectations. The subjective perspective on VTT emphasises its “behavioural” component, complementing the traditional viewpoint focusing exclusively on the economic dimension of travel time.



To support the research objectives of the project, **data is being collected through the [Woorti smartphone app](#)**, which features automatic detection of trips and transport modes, contextual surveys assessing the quality of the travel experience, a dashboard with traveller's statistics and insights, a mobility coach with inspiring stories on how to make the best out of one's travel time. Thanks to the collaboration of the MoTiV Consortium, the MoTiV data collection campaigns has been launched in 10 European countries and will be concluded in September.



**Everyone can participate!** Users just need to [download the Woorti app](#) and start recording trips. Once a trip is concluded, a few questions will pop-up to assess the perceived value of the time spent.

These organisations are implementing the MoTiV data collection campaign at national level:

- Belgium: [Fietzersbond](#)
- Croatia: [Sindikát Biciklista](#)
- Finland: [CoreOrient](#)
- France: [FUB](#)
- Italy: [FIAB](#)
- Norway: [Syklistene](#)
- Portugal: [TIS](#) and [Inesc](#)
- Slovakia: [University of Žilina](#)
- Spain: [Fundacio Eurecat](#)
- Switzerland: [routeRANK](#)

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Find out more about the partners related to the data collection campaigns in [Participating Countries](#).

To discover the scientific, policy or business impact of VTT, [subscribe to our newsletter](#) to be up to date with news related to the project.

If you are interested in learning more about the factors shaping the perceived value of time across transport modes, generations, gender and cultures, or you wish to gain some valuable insight on how people value time while travelling, don't forget to follow us on Twitter [@MoTiV\\_Project](#).

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**About MoTiV:** The Horizon 2020 project MoTiV (Mobility and Time Value) addresses the emerging perspectives on changing VTT. Accordingly, it explores the dynamics of individual preferences, behaviours and lifestyles that influence travel and mobility choices. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770145.

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**Horizon 2020**  
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