SUstainable and PERsuasive Human Users moBility in future cities

Fact Sheet

Project Information

**SUPERHUB**

Grant agreement ID: 289067

**Status**

Closed project

**Start date**

1 October 2011

**End date**

30 November 2014

**Funded under**

FP7-ICT

**Overall budget**

€ 9 849 256

**EU contribution**

€ 7 000 000

**Coordinated by**

GFI

Belgium

Project description

Low carbon multi-modal mobility and freight transport

The SUPERHUB project aims at realizing a new services mobility framework supporting an integrated and eco-efficient use of multi-modal mobility systems in an urban setting. SUPERHUB provides a user-centric, integrated approach to multi-modal smart urban mobility systems, through an open platform able to consider in real time various mobility offers and provide a set of mobility services able to address user needs, promote user participation and to foster environmental friendly and energy-efficient behavioural changes. Moreover, the take-up of virtuous behaviours, characterized by a reduced environmental footprint, is also facilitated by the SUPERHUB open platform matchmaking and negotiation capabilities between (public-private) providers and consumers of mobility offers and by the use of
persuasive technologies to achieve wide adoption of results. To achieve these objectives SUPERHUB will develop a persuasive engine based on captology principles to facilitate the voluntary adoption of environmentally-friendly multi-mobility habits, novel methods and tools for real-time reasoning on large data streams coming from heterogeneous sources, new algorithms and protocols for inferring traffic conditions from mobile users by coupling data from mobile operator networks with information coming from GPS based mobile phones and for dynamic matchmaking or resources that will generate journey plans best fulfilling user mobility needs and preferences while minimizing negative environmental impact. Specific services and user studies will be realized to demonstrate the SUPERHUB concepts and technologies through field trials in Barcelona, Helsinki and Milan, involving large end-users communities. Results of SUPERHUB field trials shall influence local policy makers and municipalities in the definition of new energy-aware mobility strategies and planning.

Field of science

/engineering and technology/electrical engineering, electronic engineering, information engineering/information engineering/telecommunications/mobile phone /social sciences/sociology/governance/public services

Programme(s)

Topic(s)

Call for proposal

FP7-ICT-2011-7

Funding Scheme

CP - Collaborative project (generic)

Coordinator

GFI

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Belgium
Secondary Education Establishments)

Contact the organisation

Administrative Contact
Maria Perez Ortega (Ms.)

Participants (21)

DIESIS COOP
Belgium
EU contribution
€ 203 676

Address
Activity type
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Research Organisations

Website
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CESKE VYSOKE UCENI TECHNICKE V PRAZE
Czechia
EU contribution
€ 429 800

Address
Activity type
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€ 398 822
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€ 472 781
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UNIVERSITAT POLITECNICA DE CATALUNYA
Spain
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€ 506 469
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Calle Jordi Girona 31
08034 Barcelona
Activity type
Higher or Secondary Education Establishments
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Administrative Contact
**AJUNTAMENT DE BARCELONA**

Spain  
EU contribution  
€ 80,700  

Address  
Plaça De Sant Jaume Sn  
08002 Barcelona  

Activity type  
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)  

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Elena Pla (Mr.)  

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**AUTORITAT DEL TRANSPORT METROPOLITA**

Spain  
EU contribution  
€ 101,750  

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Muntaner 315-321  
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Activity type  
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)  

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**HELSINGIN YLIOPISTO**

Finland  
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€ 509,341  

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Higher or Secondary Education Establishments  

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ACCANTO SYSTEMS OY
Finland
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€ 155 040
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HELSINGIN SEUDUN LIIKENNE-KUNTAYHTYMA
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€ 119 420
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00520 Helsinki
Activity type
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Website
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CREATE-NET (CENTER FOR RESEARCH AND TELECOMMUNICATION EXPERIMENTATION FOR NETWORKED COMMUNITIES)
Italy
EU contribution
€ 553 755
Address
Via Alla Cascata 56 D
38100 Trento
Activity type
Research Organisations
Website
Contact the organisation
Administrative Contact
Antonella Franceschin (Ms.)
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<td>€ 140,640</td>
<td>Foro Bonaparte 61 20121 Milano</td>
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**FONDAZIONE LEGAMBIENTE INNOVAZIONE**

**Italy**

EU contribution

€ 423 196

Address

Via Delle Orfane 24
26900 Lodi

Activity type

Other

Contact the organisation

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Andrea Causo (Dr.)

**VODAFONE OMNITEL B.V.**

**Netherlands**

EU contribution

€ 320 160

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Amsterdam

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

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THE UNIVERSITY COURT OF THE UNIVERSITY OF ABERDEEN

United Kingdom
EU contribution: € 583 202

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AB24 3FX Aberdeen

Activity type: Higher or Secondary Education Establishments

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GFI PORTUGAL - TECNOLOGIAS DE INFORMACAO SA

Portugal
EU contribution: € 155 858

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