EMPOWERING a reduction in use of conventionally fueled vehicles using Positive Policy Measures.

Fact Sheet

Project Information

EMPOWER

Grant agreement ID: 636249

Project website

Funded under H2020-EU.3.4.

Overall budget € 4 898 621

EU contribution € 4 898 621

Coordinated by UNIVERSITY OF LEEDS United Kingdom

Start date 1 May 2015

End date 30 April 2018

Objective

The main objective of EMPOWER is to substantially reduce the use of conventionally fueled vehicles (CFV) in cities by influencing the mobility behaviour of CFV drivers and users towards fundamental change. To achieve this objective EMPOWER will create a set of tools for industry, policy makers and employers. These will empower them beyond the lifespan of this project to understand, help choose and successfully implement ‘positive’ evidence-based and cost-effective policy interventions, based on new and innovative mobility services, and in the context of already existing infrastructure, policy and measures. EMPOWER will reduce the use of CFV by: shifting trips to other modes/other vehicle types, promoting sharing and self-organisation and reducing demand overall e.g. through remote access to services. Undesirable impacts from CFV use will be reduced by: shifting CFV use to outside peak times and diversions to avoid particular areas/routes. The research will be multidisciplinary and involve: social science research with the public, 4 living lab experiments and 7 City demonstrators which will be chosen through an open
experiments and 7 City demonstrators which will be chosen through an open
'bidding' process. The EMPOWER concept will be used in practice by: City
stakeholders being able (through a software tool) to choose positive policy options
based on their expected impacts and deliver incentives and social network sharing
schemes to individuals using software. The innovation outputs of EMPOWER include
an EMPOWER Toolkit to support industry, policy makers and employers to
understand, choose and implement positive policy interventions. The Toolkit
includes: new mobility services to provide innovative positive policy measures, new
evidence on behavioural responses and impacts from positive incentives, improved
organisational models for successful implementation of positive policy measures and
innovation in the evaluation methodology for new mobility services. We expect at
least 1 million persons to be impacted by EMPOWER.

Field of science

/natural sciences/computer and information sciences/software
/social sciences
/social sciences/sociology/governance/public services

Programme(s)

Topic(s)

Call for proposal

H2020-MG-2014_TwoStages

Funding Scheme

RIA - Research and Innovation action

Coordinator

UNIVERSITY OF LEEDS

Address
Woodhouse Lane
LS2 9JT Leeds
United Kingdom

Activity type
Higher or Secondary Education Establishments

EU contribution
€ 1 578 324,50
## Participants (11)

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<th>Country</th>
<th>EU contribution (£)</th>
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<td>Netherlands</td>
<td>€ 548 247.18</td>
<td>Anna Van Buerenplein 1 2595 DA Den Haag</td>
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<td>Basicweg 16 3821BR Amersfoort</td>
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<td><strong>RISE VIKTORIA AB</strong></td>
<td>Sweden</td>
<td>€ 512 525</td>
<td>Lindholmspiren 3A 417 56 Goteborg</td>
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UNITED NATIONS HUMAN SETTLEMENTS PROGRAMME
Kenya
EU contribution
€ 49 998.75
Address
00100 Nairobi
Activity type
Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

SURDURULEBILIR ULASIM VE SEHIRLER DERNEGI
Turkey
EU contribution
€ 25 931.25
Address
Caferaga Mah Muhurdar Cad Uras Apt 83/1 Kadikoy 34710 Istanbul
Activity type
Other

POCKETWEB GMBH
Germany
EU contribution
€ 588 025
Address
Bockhstrasse 13 10967 Berlin
Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

Last update: 11 September 2017
Record number: 193389