CROWD4ROADS
Grant agreement ID: 687959

Closed project

Start date 1 January 2016
End date 31 March 2019

Funded under
H2020-EU.2.1.1.

Overall budget € 1 543 867,51
EU contribution € 1 543 866,76

Coordinated by
Universita’ degli Studi di Urbino
Carlo Bo
Italy

Objective

Road networks are the largest publicly owned assets and they play a fundamental role in socio-economic development and competitiveness. At the same time, roads have huge environmental impacts and maintenance costs. Passenger cars account for 73.7% of total intra-EU passenger transport, with an average car occupancy rate well below 2 passengers per car. The resulting traffic accounts for about 12% of CO2 emissions. Delayed maintenance impairs road safety and increases cost of intervention, vehicle operating costs, and emissions. The CROWD4ROADS project combines trip sharing and crowd sensing initiatives to harness collective intelligence to contribute to the solution of the sustainability issues of road passenger transport, by increasing the car occupancy rate and by
engaging drivers and passengers in road monitoring. BlaBlaCar (http://blablacar.com/) is the largest trusted ride sharing community worldwide, with more than 10.000.000 members in 14 countries, while SmartRoadSense (http://smartroadsense.it/) is a crowd sensing system which makes use of the accelerometers of car-mounted smartphones to estimate the roughness of the road surface.

The CROWD4ROADS platform establishes a synergistic relationship between BlaBlaCar and SmartRoadSense, exploiting the network effect which is inherent in both the initiatives, to provide a sizeable impact in terms of car occupancy rate, road monitoring, and end-user engagement in road maintenance and transport sustainability.

Scalability issues will be addressed during the project both from a technical and from a social point of view. The approach will be validated on representative large scale pilots, involving more than 1 million people and covering more than 1 million km of roads. Impacts will be measured in terms of road coverage, car occupancy rates, and open data volume.

**Fields of science**

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**Programme(s)**

**Topic(s)**

**Call for proposal**

H2020-ICT-2015

**Funding Scheme**

RIA - Research and Innovation action

**Coordinator**
Universita' degli Studi di Urbino Carlo Bo

Address
Via Aurelio Saffi 2
61029 Urbino
Italy

Activity type
Higher or Secondary Education Establishments

EU contribution
€ 384 375

Website
Contact the organisation

Participants (7)

REGIONE MARCHE

Address
Via Gentile Da Fabriano 9
60125 Ancona

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

EU contribution
€ 266 166,25

Contact the organisation

COMUTO

Address
84 Avenue De La Republique
75011 Paris

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

EU contribution
€ 17 911,83

Contact the organisation

COVENTRY UNIVERSITY

Address
Priory Street
CV1 5FB Coventry

Activity type
Higher or Secondary Education Establishments

EU contribution
€ 245 333

Website
Contact the organisation
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Secondary Education Establishments)

Contact the organisation

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Record number: 199846

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