SETA: An open, sustainable, ubiquitous data and service ecosystem for efficient, effective, safe, resilient mobility in metropolitan areas

Fact Sheet

Project Information

SETA
Grant agreement ID: 688082

Project website

Funded under H2020-EU.2.1.1.

Overall budget € 5,565,247.50

EU contribution € 5,565,247.50

Coordinated by THE UNIVERSITY OF SHEFFIELD United Kingdom

Start date 1 February 2016
End date 31 January 2019

This project is featured in...

RESEARCH*EU MAGAZINE
Oceans under threat: Protecting and preserving our maritime environments

NO. 86, OCTOBER 2019

Objective
Around 50% of the global population lives in metropolitan areas, and this is expected to grow to 75% by 2050. Mobility within these areas is complex as it involves multiple modalities of transport, multiple managing authorities, as well as several millions of citizens. The cost of inefficiency in transport and mobility are enormous. For example, inefficiency costs the UK economy €5.8 billion each year. €583 million is wasted on fuel (e.g. traffic congestion) alone each year, which attributes to increased urban pollution and CO2. Hold-ups to business or freight vehicles amounts to €1.5bn annually.

Mobility generates huge amounts of data thought thousands of sensors, city cameras, and connected cars, as well as millions of citizens connected through their mobile devices. If properly managed, this data can be used to understand, optimise and manage mobility and make it more efficient, sustainable and resilient.

SETA will address this challenge, creating a technology and methodology able to use this wealth of data to change the way mobility is organised, monitored and planned in large metropolitan areas. The solution will be able to collect, process, link and fuse high-volume, high-velocity, multi-dimensional, heterogeneous, cross-media, cross-sectorial data and to use it to model mobility with a precision, granularity and dynamicity that is impossible with today’s technologies. Such models will be the basis of pervasive services to citizens and business, as well as decision makers to support safe, sustainable, effective, efficient and resilient mobility.

The project has the potential to impact the everyday lives of millions of people, their health and the environment with enormous financial and social impact.

SETA’s solution will be evaluated rigorously by citizens, business and decision makers in 3 cities across Europe.

The proposal includes a commercialisation plan and describes the economy of managing the SETA ecosystem in a metropolitan area.

Field of science

/social sciences/economics and business/economics/sustainable economy
/social sciences/economics and business
/social sciences/social and economic geography/transport

Programme(s)

Topic(s)

Call for proposal

H2020-ICT-2015
Funding Scheme

RIA - Research and Innovation action

Coordinator

THE UNIVERSITY OF SHEFFIELD

Address
Firth Court Western Bank
S10 2TN Sheffield
United Kingdom

Activity type
Higher or Secondary Education Establishments

EU contribution
€ 1 286 000,50

Website
Contact the organisation

Participants (13)

KNOWLEDGE NOW LIMITED

Address
Lydgate House Lydgate Lane
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Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

EU contribution
€ 329 937,50

Website
Contact the organisation

THE FLOOW LIMITED

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

EU contribution
€ 353 750

Website
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EU contribution
€ 400 960
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Activity type
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UNIVERSIDAD DE CANTABRIA
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EU contribution
€ 350 625
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Activity type
Higher or Secondary Education Establishments

Website
Contact the organisation

AILLERON SA
Poland
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€ 756 375
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TECHNISCHE UNIVERSITEIT DELFT
Netherlands
EU contribution
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Activity type
Higher or Secondary Education Establishments

Website
Contact the organisation

AIZOON CONSULTING SRL
**Italy**

**EU contribution**
€ 346 187,50

**Address**
Strada Del Lionetto 6
10146 Torino

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

**Contact the organisation**

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**AYUNTAMIENTO DE SANTANDER**

**Spain**

**EU contribution**
€ 250 037,50

**Address**
Plaza Del Ayuntamiento 1
39001 Santander

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

**Website**

**Contact the organisation**

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**COMUNE DI TORINO**

**Italy**

**EU contribution**
€ 220 000

**Address**
Piazza Palazzo Di Citta 1
10122 Torino

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

**Website**

**Contact the organisation**

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**SHEFFIELD HALLAM UNIVERSITY**

**United Kingdom**

**EU contribution**
€ 200 000

**Address**
Howard Street City Campus
S1 1WB Sheffield

**Activity type**
Higher or Secondary Education Establishments

**Contact the organisation**
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<td>Bijlmerdreef 101, 1102 BP Amsterdam</td>
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