SUPERHUB
Project ID: 289067
Funded under: FP7-ICT

SUstainable and PERsuasive Human Users moBility in future cities

From 2011-10-01 to 2014-11-30, closed project

Project details

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<th>Total cost:</th>
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<td>ICT-2011.6.6 - Low carbon multi-modal mobility and freight transport</td>
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<td>Belgium</td>
<td>CP - Collaborative project (generic)</td>
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Objective

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.
Coordinator

GFI
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See on map

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

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Participants

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**EU contribution:** EUR 203,676

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**Activity type:** Research Organisations

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ETRA INVESTIGACION Y DESARROLLO SA  
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**EU contribution:** EUR 398 822

**Activity type:** Other

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FUNDACIO PRIVADA BARCELONA DIGITAL CENTRE TECNOLOGIC  
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UNIVERSITAT POLITECNICA DE CATALUNYA  
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**Activity type:** Higher or Secondary Education Establishments

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**EU contribution:** EUR 80 700

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<td><strong>Administrative contact:</strong> Elena Pla</td>
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<td><strong>Administrative contact:</strong> Xavier Roselló</td>
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<td><strong>Administrative contact:</strong> Satu Väisänen</td>
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<td>Tel.: +358 9 19150613</td>
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<td><strong>Administrative contact:</strong> Luca Menozzi</td>
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<tr>
<td>Tel.: +358 20 703 2970</td>
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**Activity type:** Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

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**EU contribution:** EUR 140 640

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**EU contribution:** EUR 274 994

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**EU contribution:** EUR 423 196

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**EU contribution:** EUR 320 160
EU contribution: EUR 22,048

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

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**EU contribution:** EUR 583,202

**Activity type:** Higher or Secondary Education Establishments

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**EU contribution:** EUR 155,858

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

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**Subjects**

Energy Storage and Energy Transport

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