



Press Release

Final Results of STREETLIFE Project at International Symposium

Berlin, 30 September 2016

The partners of the STREETLIFE project have organised the **International STREETLIFE Symposium** on 16 September 2016 in Trento, Italy, as the final event of the project. The main achievements and results of the last three years were subject of the symposium. The audience has experienced interesting keynotes and presentations around the main topics of gamification/citizen engagement and sustainable traffic management. The project closed two weeks later at 30 September 2016.

The **STREETLIFE project** focused principally in reducing carbon emissions in cities by implementing intermodal mobility solutions with means of sophisticated Information and Communication Technologies (ICT). Information on sustainable transport alternatives, encouragement of users to change their mobility behaviour as well as improvement and management of transport and passenger flows were the most important topics that could be influenced by ICT solutions in order to meet the STREETLIFE goals.

The **STREETLIFE Platform** is the main technical result of the project consisting of various components as e.g. reference architecture, intermodal journey planner, crowdsourcing module, gamification framework, several mobile apps, mixed reality user interfaces and mobility management emission control panel. They were tested and evaluated in three pilot sites, Berlin (Germany), Rovereto (Italy) and Tampere (Finland). Each city focused on specific components of the platform depending on their individual sustainable urban mobility priorities.

The focus in all **pilot sites** lied on the reduction of CO₂ emissions by changing the travel behaviour of the citizens towards "greener" modes, i.e. by increasing the share of public transport and bike users and by encouraging car drivers to leave their car at home. Different gamification approaches and incentives have supported these objectives.

In the **Berlin pilot** trial, information has been made available to the people via the STREETLIFE Berlin App. It integrated intermodal routing for public transport, walk, bike, and bike sharing. As a unique selling point of the STREETLIFE Berlin App, cycle routes tried to avoid known accident hotspots and dangerous segments of the street network, which was also evaluated in a microscopic simulation. In the "Bike Rider" game, users were able to collect "CO₂-reduction points" which encourage them to choose green transport modes.

The **Rovereto pilot** has organised two experimentation campaigns, promoting green solutions for trips around the town and the whole region. The first experiment was based on the "ViaggiaRovereto Play&Go" app, a combination of journey planner and gamification engine, which attributes "green" points to each sustainable trip made by users. The "iPosto" carpooling



app has been developed for the second experiment, which gives users the possibility to offer and search lifts in their usual journeys or in case of random trips during the day.

Passengers of public transport took part in the **Tampere pilot's** large-scale experiment. They used a real-time multimodal journey planner with gamification. In the public game, called "Zone Hunter", the users collected points in each postal zone, which they have not visited before. They could also find hidden trophies in certain areas. Special attention has been paid to the new real-time tools for the public transport authority to manage people flow in their city region. In addition, mixed reality field trials were conducted in Tampere to evaluate the benefits of sophisticated user interfaces.

The **main findings of the pilot trials** show that gamification has proved to be a very useful approach in engaging end-users, changing their behaviour towards the use of public transport or bikes and thus promoting sustainable urban mobility in their city. This effect can be achieved for a relatively small investment but fulfilling its potential is not trivial. In order to retain the behavioural change and creating new sustainable habits, games should be designed to be long running and providing a varied, personalized and challenging player experience.

The pilots showed that the main objectives of STREETLIFE could be fulfilled. The STREETLIFE apps remain available for download in the app stores and the required background systems are still running in order to support the following phase of scientific and commercial exploitation of the STREETLIFE Platform by the partners.

STREETLIFE Partners

The project started its activities in October 2013 and ended in September 2016. During these three years of exciting research and development activities, twelve partners from three European countries worked closely together, representing ICT and transport research, industry and cities:

Aalto University (FI), Berlin Partner for Business and Technology (DE), CGI (FI), Cons. CAIRE (IT), Deutsches Forschungszentrum für Künstliche Intelligenz (DE), Deutsches Zentrum für Luft- und Raumfahrt (DE), Fondazione Bruno Kessler (IT), Fraunhofer FOKUS (DE), Comune di Rovereto (IT), Siemens (DE), City of Tampere (FI) and VMZ Berlin (DE).

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