

# Nordic consortium wins funding for green urban transport project

A Nordic consortium consisting of Applied Autonomy, Kobla, Moprim and Östersund kommunen has won funding from Nordic Innovation to implement a sustainable mobility project entitled “Sustainable Insights: Measure, Inform, Mobilise” (MIM). The project will be co-funded by [Nordic Innovation](#) with 3,922,000 NOK and run over 30 months, starting in September 2020.



The MIM project answers a call under Nordic Innovation’s Nordic Smart Mobility and Connectivity program, which aims to change the way people and goods move by creating a seamless and integrated mobility system and forming new Nordic partnerships. Specifically, the aim of the project is to develop a solution that allows both a city and its citizens to become informed about current traffic situations, and provide incentives for making more sustainable transport choices. The solution will be piloted in Östersund, Sweden.

One half of the solution will be to develop a mobile phone application to be used by citizens, providing a route planner that not only presents different travel options and their respective CO2 emissions, but also personalised information on commonly taken routes such as road conditions or congestions. A user of the app will be able to see the impact that their travel choices have on the environment, but also on their health, and can be rewarded for making green choices, for example by earning free bus tickets. The expertise for this will be provided by Kobla, a Norwegian company which has successfully implemented similar tools in different projects.



The second half of the solution will be to develop a mobility data pipeline for the mobile app to measure actual travel chains and carbon footprint. The data will also allow city planners and administrators to measure traffic information in the city, such as the popularity of bus routes or common zones of congestion. This is made possible by innovations provided by Moprim, who have demonstrated their patented method for transport mode detection in southern Finland, where they are based. The MIM project’s toolbox will make it possible to provide data-driven insights and incentives to citizens and the city, but also improve their long-term strategies thanks to the availability of mobility information which covers all modes of transport.



In order to smoothly manage these services, large amounts of data will be aggregated and managed using cloud-based technology developed by Applied Autonomy, who are located in southern Norway. Effective data management also allows to provide some additional features, such as geofenced areas where users of the app can be encouraged to make certain



transport choices by increasing the rewards available, or including detection of problems such as bad road conditions as soon as they occur, allowing city authorities to quickly respond to citizen's needs. Applied Autonomy will also lead the project.



The MIM project will be put into action in the city of Östersund in Sweden. Aside from the project becoming part of the city's digitalisation strategy, Östersund is also particularly well-suited for a first implementation due to their connections with Mid-Sweden University, whose Road and Transport institute will add their know-how to the project.



*Östersund, Sweden*

By joining forces the consortium partners of the MIM project are looking forward to creating an exciting solution that will benefit all parties, and contribute to creating greener, more sustainable urban mobility systems.

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