Global Goals Jam Enschede 2019

How can we motivate people in the Twente region to use more sustainable mobility options?

EME Research Team
Roberto Reyes and Marlise Westerhof
University of Twente
## WHO ARE WE?

*Department of Design, Production and Management (ET) - Multidisciplinary Systems Design – Electric Mobility Team*

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
</table>
| Associate Professor    | Dr. Ir. Maarten Bonnema     | Project Supervisor<br>
|                        |                             | - Strategic Partner Meetings<br>
|                        |                             | - Supervision of Project Members         |
| PostDoc Researcher     | Dr. Ir. Steven Haveman      | Lead Researcher<br>
|                        |                             | - Day to Day Project & Partner Alignment<br>
|                        |                             | - System Modeling Research               |
| Junior Researcher      | J. Roberto Reyes García     | Researcher<br>
|                        |                             | - Reference architectures for data-driven systems<br>
|                        |                             | - Electric-mobility business models       |
| Junior Researcher      | Marlise Westerhof           | Researcher<br>
|                        |                             | - User Centered Design Research           |

Global Goals Jam Enschede 2019
WHO ARE WE?

Our projects – focus on improving the adoption of electric vehicles in Europe

eMaaS – Electric Mobility as a Service

• Enabling sharing of EVs to optimize their utilization and reduce cost
• Connect EV sharing services to other eco-friendly modes of mobility

proEME – promoting Electric Mobility Europe

• Supporting decision process of EV consumers
• Supporting stakeholders in decision making with respect to EVs
Main mode of transportation for daily activities in different countries in 2016

Travel behaviour

Choice of transport mode depends on several factors:

- Cost of the trip
- Service provided
- Convenience, reliability and comfort
- Journey duration
- Travel time and waiting time
- Vehicle availability
- User-related factors
- Attitude, life situation, socioeconomic status etc.
Mobility is changing

Urbanization
- Pollution, traffic jams, parking spots etc.

Regulations
- Restrict inner city driving, encourage PT/EVs/Bicycle

Consumers
- From ownership to pay-per use

Technology
- Smartphone apps, connected cars, autonomous vehicles

Sustainability
Mobility is changing

Urbanization
- Pollution, traffic jams, parking spots etc.

Regulations
- Restrict inner city driving, encourage PT/EVs/Bicycle

Consumers
- From ownership to pay-per use

Technology
- Smartphone apps, connected cars, autonomous vehicles

Sustainability
The Sustainable Mobility Ladder
From fossil fuels to active transport

1st option - The cheapest and healthiest
2nd option - Still cheap and convenient
3rd option - Practical and clean

Where we stand today
Active Transport (bike / walk)
Public Transport
Shared / Electric Transport
Conventional Transport (fossil fuel)

Where we want to be

Desirable travel behaviour

Global Goals Jam Enschede 2019
The Challenge:
How can we motivate people in the Twente region to use more sustainable mobility options?

Goal: stimulate residents to shift towards a more sustainable mobility behaviour following the Sustainable Mobility Ladder

1. Deliver a design or demonstration of a sustainable mobility concept that can be applied somewhere in Twente, for example:
   - UT campus
   - City of Enschede
   - Specific neighbourhood, building or location (e.g. hospital, shopping centre, a company)

2. Your solution should be supported by a description of how people should be motivated to successfully adopt such a mobility concept, for instance:
   - Gamification
   - Monetary benefits
The Results

Two student teams worked on the challenge. Check out their results!

Electric Oasis

[Image of Electric Oasis team]

https://awrd.com/en/creatives/detail/8996821

MOBI-SOLV

[Image of MOBI-SOLV project]

More Information

Marlise Westerhof – m.w.westerhof@utwente.nl

Roberto Reyes – j.r.reyesgarcia@utwente.nl

Global Goals Jam Enschede – 18 & 19 September 2019