

Global Goals Jam Enschede 2019

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





EME Research Team

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University of Twente

WHO ARE WE?

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



	Associate Professor	Dr. Ir. Maarten Bonnema	Project Supervisor <ul style="list-style-type: none">• Strategic Partner Meetings• Supervision of Project Members
	PostDoc Researcher	Dr. Ir. Steven Haveman	Lead Researcher <ul style="list-style-type: none">• Day to Day Project & Partner Alignment• System Modeling Research
	Junior Researcher	J. Roberto Reyes García	Researcher <ul style="list-style-type: none">• Reference architectures for data-driven systems• Electric-mobility business models
	Junior Researcher	Marlise Westerhof	Researcher <ul style="list-style-type: none">• User Centered Design Research

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

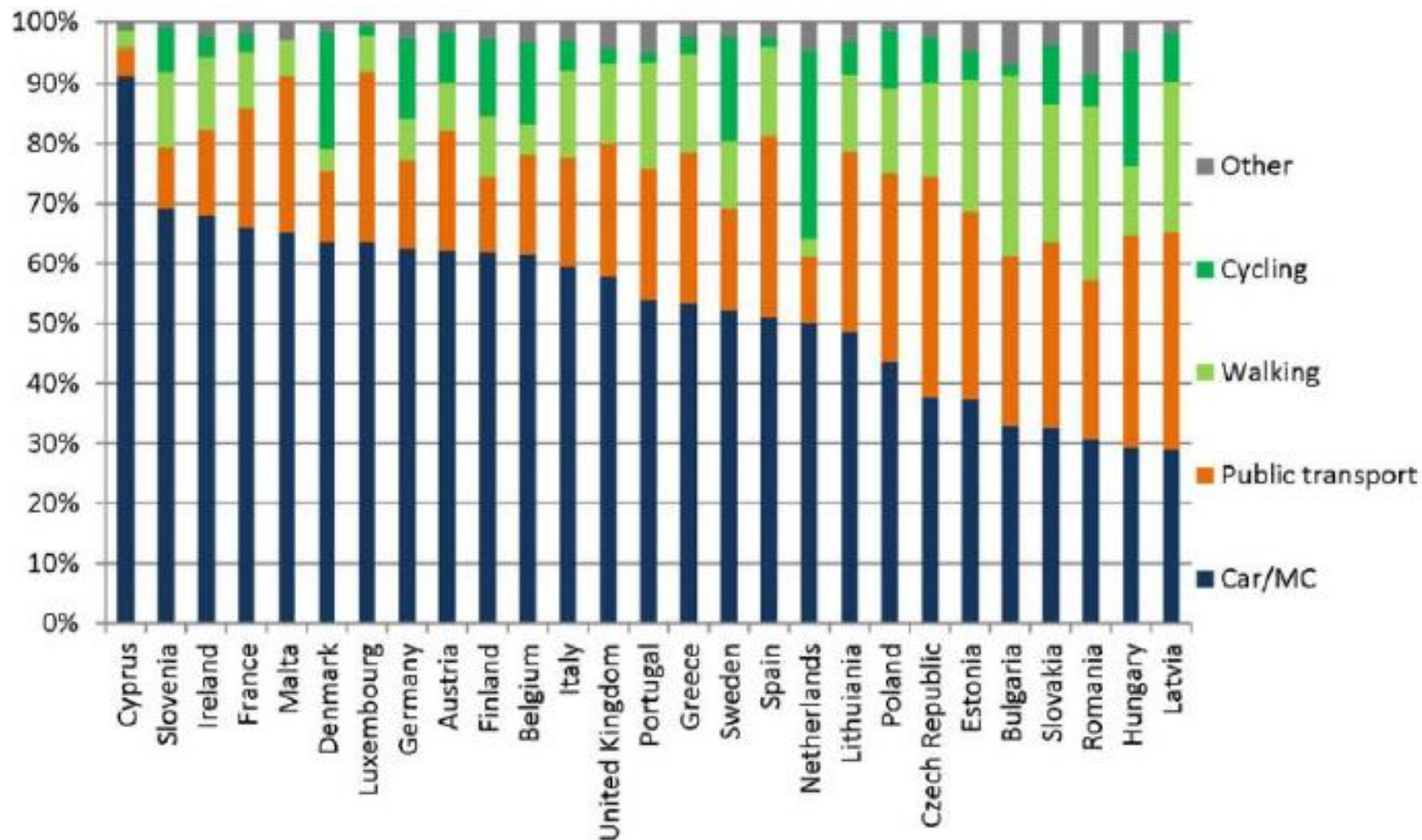


proEME – promoting Electric Mobility Europe

- 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



Source: Haustein, S., & Sick, T. A. (2016). European mobility cultures: A survey-based cluster analysis across 28 European countries. *JTRG*, 54, 173–180.



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



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Technology

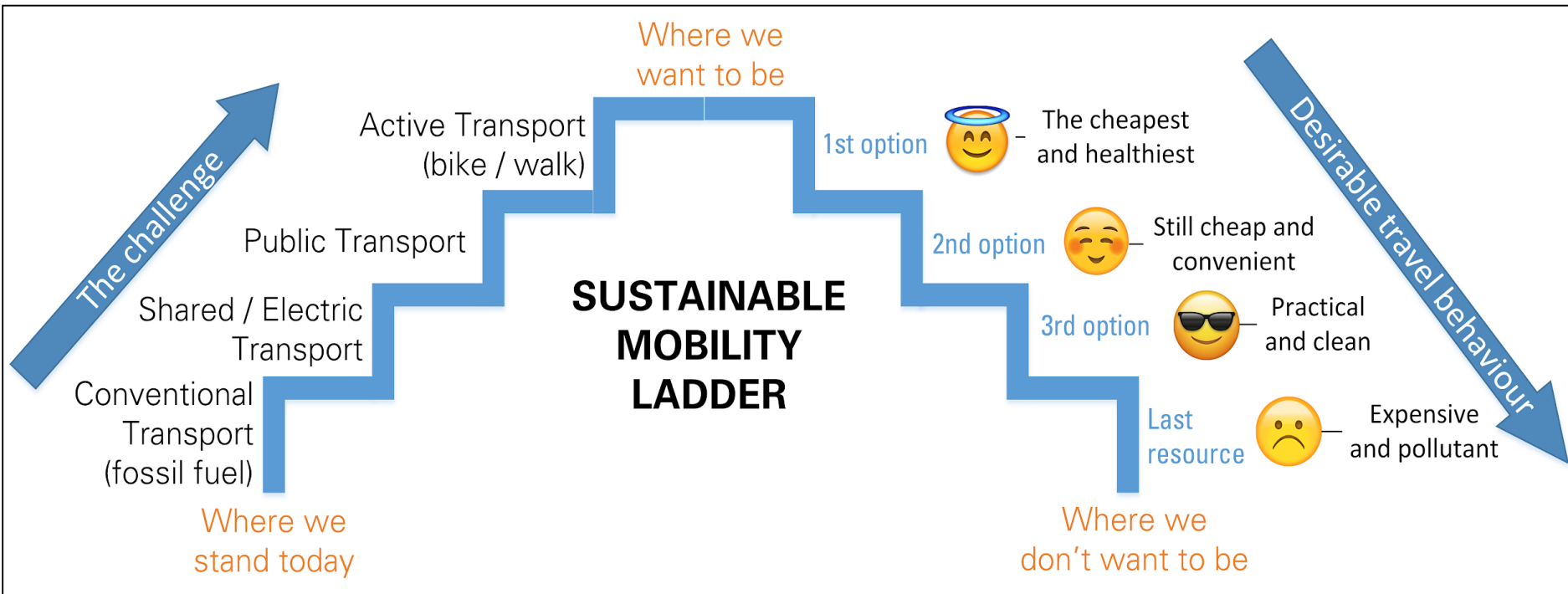
- Smartphone apps, connected cars, autonomous vehicles



Sustainability

The Sustainable Mobility Ladder

From fossil fuels to active transport



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:

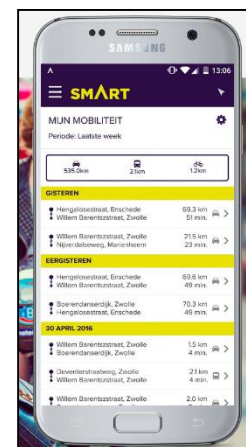
- UT campus
- City of Enschede
- Specific neighbourhood, building or location (e.g. hospital, shopping centre, a company)

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



Dutch Prime Minister going to work by bicycle



Gamification example: the SMART-app



The Results

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

Electric Oasis



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

MOBI-SOLV



<https://awrd.com/en/creatives/detail/8997039>

More information

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**UNIVERSITY
OF TWENTE.**

PROMOTING
pro **EME**
ELECTRIC MOBILITY EUROPE

eMAAS 



Global Goals Jam Enschede – 18 & 19 September 2019