DyMoN – Dynamic Mobility Nudge: Shaping sustainable urban mobility behaviour with real-time, user-generated and public open data

Project duration:
05. 2021 - 04. 2024

Involved staff:
Dana Kaziyeva, Robin Wendel, Christian Werner, Bernhard Zagel

Project Lead:
Martin Loidl (Z_GIS)

Contact:
mobilitylab@plus.ac.at

Role Z_GIS:
Project partner

Website:
https://mobilitylab.zgis.at/portfolio/dymon

Initial situation:

The effects with regard to mobility behaviour that can be achieved by nudges heavily depend on the respective situation. Over the past years, the knowledge on nudging mechanisms and effects in the mobility domain has increased substantially. In parallel, the number of sensors and the amount of mobility-related data being generated, partly in real-time, has seen a huge upsurge. However, these two research and development strands have not been tied together yet.

Project goals:

- Provide a solid conceptual and empirical understanding of the potential of combining data with nudging methods for promoting sustainable urban mobility behaviours.
- Development of nudging strategies in a smart city context, which fully comply with privacy and data protection regulations.

Expected results:

- Nudging repository and situation-aware trigger mechanisms.
- Proof-of-concept of situation-aware nudging framework.
- Policy recommendations on appropriate digital nudging for sustainable urban mobility.

Contribution Z_GIS:

- Concept for a data hub.
- Data modelling and ontology development.
- Specification of implementation requirements

Photo credit: https://www.piqsels.com
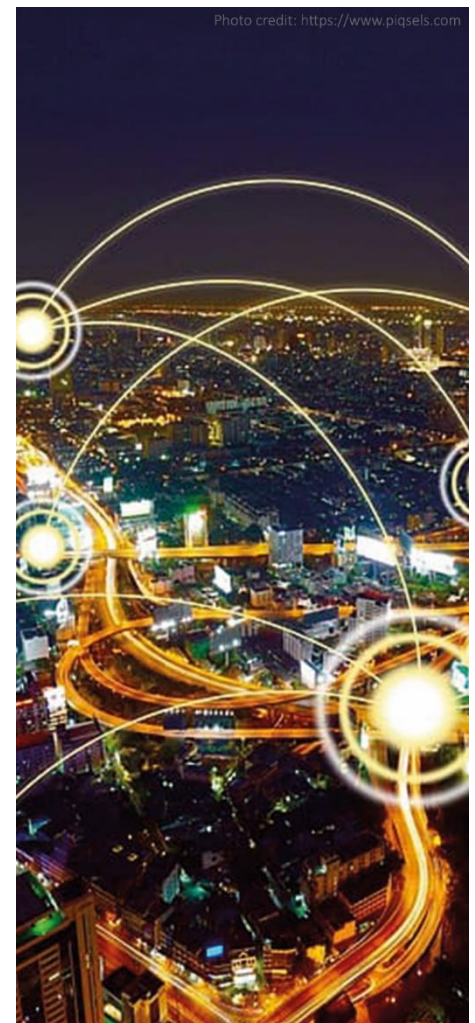
Project partners: Salzburg Research Forschungsgesellschaft (project lead), Uppsala University - Department of Civil and Industrial Engineering, Ecollective Sweden, Sustainability InnoCenter, Trafficon – Traffic Consultants GmbH