Why TRACE?

The TRACE project sees a need for:

→ Taking advantage of the emergence and market uptake of technologies that allows affordable and accessible ways of walking and cycling tracking.

→ Seizing the potential of tracking services in encouraging the behaviour change in favour of walking and cycling.

→ Encouraging local authorities to actively engage toward tracking tools for planning purposes.

The Trace Mission:

TRACE is expected to increase and optimise the use of ICT tracking services for cycling and walking in cities.

The TRACE project will:

→ Assess the potential of movement tracking services to better plan and promote walking and cycling in cities.

→ Develop tracking tools that will encourage the take up of walking and cycling measures.

Trace Objectives:

→ To assess the potential of the use of tracking data

→ To deepen and deliver the knowledge on how to apply cycling and walking tracking technology for behaviour change initiatives

→ To study how cycling and walking tracking data may be used to improve urban mobility planning

→ To tackle the related ICT challenges for the development of tracking services

→ To develop, implement and test tracking-based tools

→ To provide guidance and tools and disseminate them.

The partnership

The TRACE project kicked off in June 2015 and will run for three years.

For more information:

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TRACE is a European project which aims to exploit the potential of walking and cycling as congestion busting measures, by increasing and optimising the use of ICT tracking technologies.
TRACE methodology

The project targets established measures to promote cycling and walking to the workplace, to school, for shopping purposes or simply for leisure. These measures will be enhanced with dedicated TRACE tracking based tools, freely accessible to all interested stakeholders:

- Three tools tracking and influencing mobility behaviour
- A planning tool, analysing the gathered data from the tracking tools.

The TRACE tracking based tools will be tested in eight pilot sites: Agueda (PT), Belgrade (RS), Bologna (IT), Breda (NL), Leuven (BE), Luxembourg/Esch (LU), Plovdiv (BG) and Southend on Sea Borough (UK). They will be evaluated in terms of impacts, success factors and benefits, while preparing for their full commercial exploitation.

Users, policy makers, and walking and cycling practitioners will be closely involved in all stages of the project.

TRACE Tools

TRACE will develop two types of tracking tools, according to the final objective they pursue: (1) behaviour change and (2) mobility planning.

1. There are three behaviour change tools:
   - Positive Drive
   - Traffic Snake Game
   - Cycle-to-shop Initiative

   They aim at enhancing certain aspects of existing and potential cycling and walking promotion campaigns, thus making them more successful.

2. The Tracking for planning tool is an instrument for tracking data analysis for urban mobility planning and policy making purposes.

Expected results and impacts:

- An open knowledge base on cycling and walking tracking possibilities, challenges, solutions and benefits
- Open access tools addressing fundamental ICT challenges to be used by market-oriented application developers
- Market-oriented tools to be used in the TRACE sites and elsewhere
- Direct involvement of commercial actors interested in developing top-notch tools for cycling and walking promotion
- 8 pilots that will become successful examples for other sites to follow
- Widespread promotion and take-up of TRACE’s tools and approaches by cities and related stakeholders, thanks to the project’s extensive dissemination and take-up activities (including a reference group with cities and app developers)
- A toolkit that provides practical recommendations and guidelines on the use of tracking data for behaviour change initiatives and mobility planning.