

## 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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Tace Project



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TRACE Project

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# TRACE

WALKING AND CYCLING TRACKING SERVICES



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.

### Positive Drive

Positive Drive is based on "doing and rewarding the right transport choice". It uses only positive incentives, such as coaching, prizes, social status, achievements. The game originates from the Netherlands and is developed by Ljsberg. TRACE will extend and improve Positive Drive to offer users better feedback on walking and public transport, in addition to bikes and cars.

### Traffic Snake Game

The Traffic Snake Game encourages primary school pupils to travel more sustainably to school. The game originates from Belgium and is developed by Mobiel 21. TRACE will develop a Traffic Snake Game tracking app, in order to digitalise the campaign and therefore to improve the campaign's ambitions and impact. It may result in less work for teachers, more reliable data, and expansion of the 'tracked trips'.

### Cycle-to-shop Initiative

Cycle-to-shop applications encourage citizens to ride their bikes near checkpoints that are positioned at local shops in an urban area, assigning each participant with a score (cycle-and-score scheme). The collected scores are then used to reward participants, who are encouraged to opt for the bicycle. The aim of TRACE is to shift from small-scale closed cycle-and-score systems to an open paradigm that promotes the involvement of local businesses as checkpoint providers, making it more appealing to join for both the participating citizens as well as the local businesses.

### Tracking for planning tool

The Tracking for planning tool is an instrument for tracking data analysis for urban mobility planning and policy making. This tool will induce a better informed planning and decision making process, translating data on cycling and walking movements in urban areas into useful indicators and analyses on issues like the characterization of the demand, the performance of the mobility system and users' preferences. The tool will be able to apply data from different sources and to generate outputs for independent GIS applications.



## 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.

