

DEMOCRITOS

**DE**veloping the **MO**bility **CR**edits **I**ntegrated platform  
enabling travellers **TO** improve urban transport  
**S**ustainability

Grant agreement no. 233744

## **The DEMOCRITOS Project**

**Marco Troglia**  
**Quaeryon srl, Partner**

CATCH Final Conference • Bristol • 13.12.2011

The Consortium is made by **9 partners**, from **4 countries**; **4 cities** are represented.

**Coordinator:** Comune di Genova

Comune di Genova

TRT Trasporti e Territorio

Quaeryon

TIS.PT – Consultores em  
Transportes, Inovação e Sistemas

Lisboa E-Nova – Agência  
Municipal de Energia e Ambiente  
de Lisboa

SSP Consult Beratende Ingenieure

City of Stuttgart

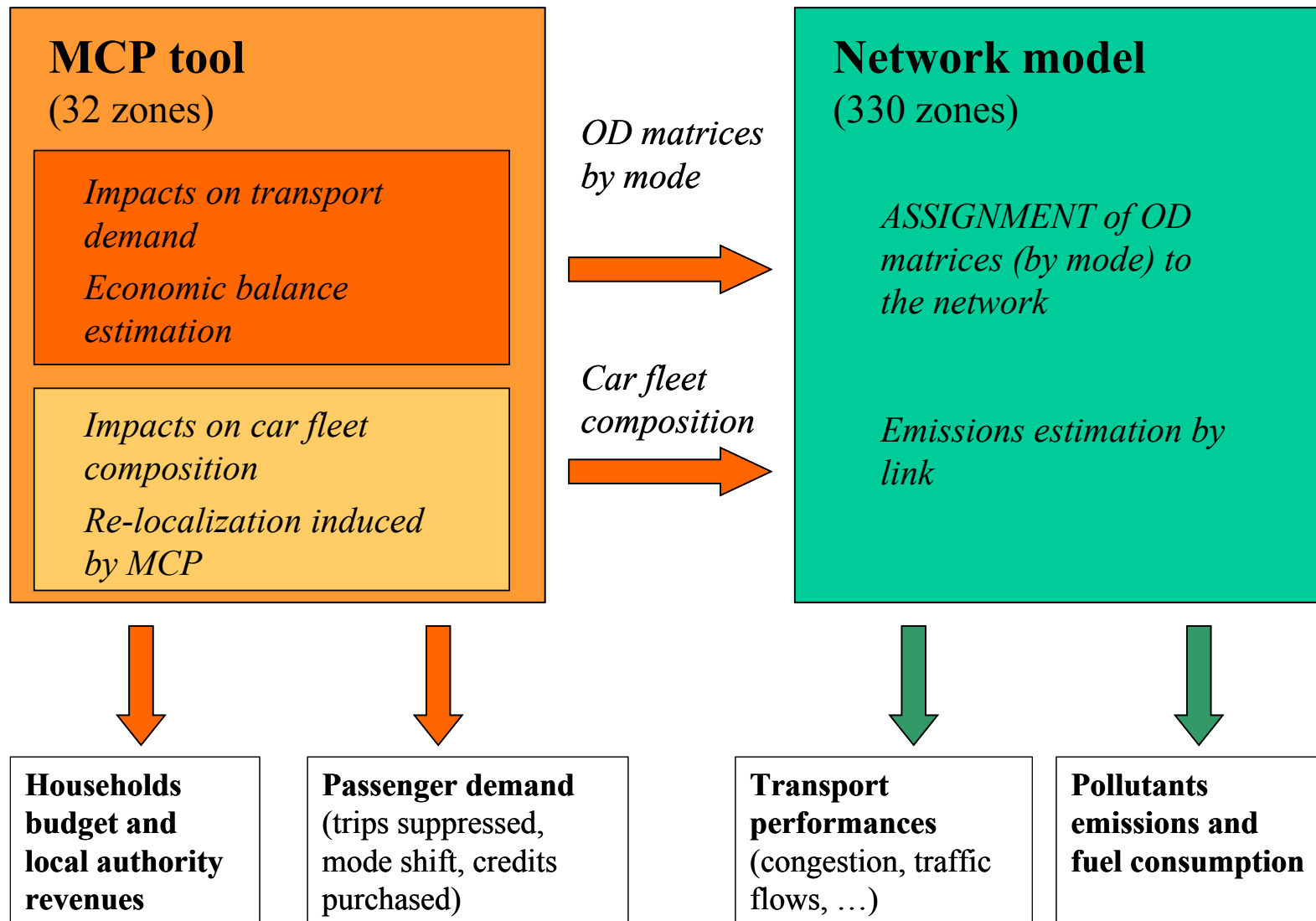
Verband Region Stuttgart

SC IPA SA – R&D,  
Engineering and  
Manufacturing for Automation  
Equipments and Systems,  
Craiova

The Mobility Credits Platform is **enabled by ICT** and is supported by **four pillars**, with a foundation on the behaviours and choices of travellers:

1. **Set the target:** define a sustainable load of GreenHouse Gases (or in general of externalities) in the target area;
  2. **Distribute credit budgets:** convert this load into a “total amount of credits” which is distributed to all the travellers of the area;
  3. **Define a set of rules to use the credits:** the rules will imply a consumption of credits based on actual behaviour of travellers;
  4. **Exchange:** allow travellers with a negative balance of credits to buy extra-credits from other travellers which are credit-positive.
- **Project web site:** [www.democritos.ipacv.ro](http://www.democritos.ipacv.ro)
  - **Internet platform for test cases:** [www.mobilitycredits.com](http://www.mobilitycredits.com)

- Capturing the requirements of the topic “to enable travellers to understand and reduce greenhouse emissions related to mobility and consumption choices”, **we notice that providing information is not enough. That would leave travellers without a compelling proposition to adjust their behaviours and choices. That could may be enough to “understand” but surely not to “reduce”.**
- On the contrary, we believe it is necessary to **create a behavioural context** where the travellers can experience the effects of changing attitudes and choices in mobility.
- The “Mobility Credits Model” allows to create this context within a range of possible implementations, from a “**pedagogic tool**” to a “mandatory demand management scheme”;
- In the case of “pedagogic tool”, the “Mobility Credits Model” can be considered a **good tool to communicate messages about low carbon mobility**



**Three main actions** were done aiming at exploiting the project's outcomes by promoting and transferring results to other users:

1. Development of the **exploitation plan**
2. Development of the **technology transfer plan** for the transferable results according to the IPR rules and contract's terms
3. Development of the MCP **technical offer** to be included in the technology transfer process

We are publishing the outcomes of the projects in the **European Enterprise Network**: <http://www.enterprise-europe-network.ec.europa.eu/services/technology-transfer>

- **Simulation models** used for the four cities
- **Manual** for the application of the MCP platform

It should be noted that the **exploitation** of results to other cities **requires assistance from the Consortium partners** since the Mobility Credits Model requires the **customization of the concept** for the city and the consequent **customization of simulation models**.

**THANK YOU**

**Marco Troglia  
Quaeryon srl**

**[marco.troglia@quaeryon.com](mailto:marco.troglia@quaeryon.com)**

**Mobile: +39.335.6837485**