

# Press Release



## **URBANITE promotes a long-term sustainable ecosystem model to adopt a data-driven decision making approach in urban mobility planning**

This ecosystem balances the expectations and trust of civil servants, citizens and different actors involved in the value chain in new emerging technologies.

Bilbao, 7th March 2021. Urban mobility faces more significant long-term uncertainty and complexity generated by two main factors: the demand for growth in urban environments, the pressure and urgency for a more sustainable model, and a reduction in pollution levels, given by a global warming emergency. Some figures, which help us to understand the complexity of the city: "Urban mobility accounts for 40% of all CO2 emissions from road transport and up to 70% of other transport pollutants" in the EU, where 74% (and increasing) of its population lives in urban areas. On the other hand, the accelerated technological development in the transport modes themselves and business models: autonomous driving, micro-mobility, connected vehicle, electromobility, mobility as a service (MaaS), new models of vehicle ownership, etc. that mark specific challenges in its deployment. These new technologies, disruptive business models and trends are changing the landscape of urban planning and mobility management in cities.

In addition, the Covid-19 crisis has made us aware of the fragility and sensitivity of our models under external events, identifying the need for agility to respond to new mobility restrictions if necessary.

All these challenges require new advances in the mobility planning processes and methods, aiming to help public administrations and policy makers to a better understanding of this new context, supporting them in making policy-related decisions and predicting eventualities. Now, disruptive technologies such as big data analytics as well as decision support systems can support support policy-makers decisions. [URBANITE](#) explores the specific challenges to favour the acceptance of such technologies in a data-driven decision making in the urban mobility planning using by a participatory approach and a technical platform providing the following principles:


- Make the most out of data
- Make the data management process more efficient
- Learn from short- intermediate- and long-term trends to improve urban mobility

- Identify potentially problematic and delimit unforeseen consequences
- Analyze future scenarios and potential actions (what-if analysis)
- Create public policies and services “with” people and not just “for” them.
- Foster cross-departmental collaboration by creating an urban ecosystem
- Boost and guide an efficient and successful digital transformation

Our partners are: Alma Digit, Comune di Messina, Engineering Ingegneria, Forum Virium Helsinki, Fraunhofer Fokus, Jozef Stefan Institute, Stichting WAAG Society, Gemeente AMSTERDAM, Ayuntamiento de Bilbao, Cluster de Movilidad y Logística de Euskadi and TECNALIA, that coordinates the project.

After almost a year of the project, the URBANITE projects begins to take shape and the first results are available:

- A better understanding of the use cases of the four participant cities: Amsterdam, Bilbao, Helsinki and Messina.
- In January and February Urbanite’s pilot cities conducted their Social policy lab participative sessions to map out challenges, risks and possibilities of data driven decision making.
- 1st version of the description of the URBANITE architecture, as basis for the next steps on the development and integration.
- A semantic model specification and common data structures, based on the analysis of that data sources available and relevant to the project use cases.
- The definition of a strategy and algorithms for data modelling and visualizations, that could be applicable to the URBANITE domain.

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