



Mobility is freedom

MIND-SETS

A new look at mobility – a question of common values and mind-sets.



This project has received funding from the European Union's Horizon 2020 research and innovation Programme under grant agreement No 640401.

EUROPEAN PROJECT – H2020 (first call)

MG9.2 - User behaviour and mobility patterns in the context of major societal trends

To understand the **motives behind transportation choices** in the light of societal trends and the evolving user expectations

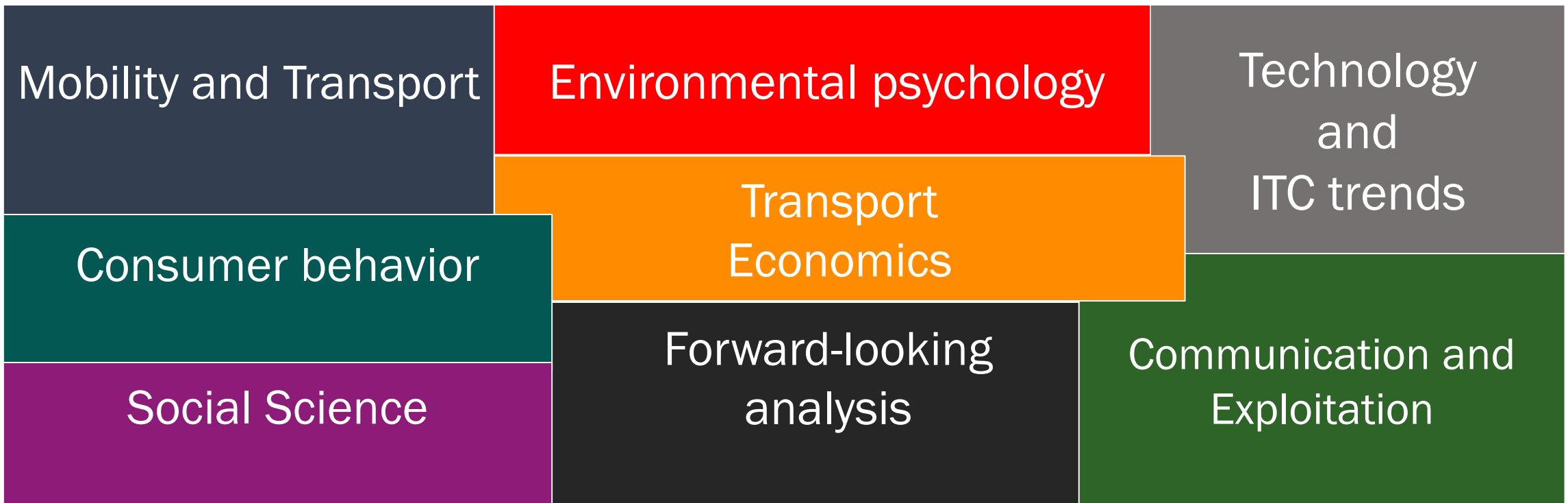
To **collect and generate** new knowledge on user behaviour and its impact on transport and mobility patterns (CSA action)

To cater for future mobility needs through the provision of new or adapted **transport products and services**



Mind-sets kick-off meeting, Rome, January 2015

.....A full multi-disciplinary, new type of team to assess mobility issues



What do you really know about mobility? Understanding the motives behind transportation choices.

- **The origins of the MIND-SETS approach: a blend of economics, psychology, sociology and social networking**
Laurent Franckx, Berfu Unal, University of Groningen, Laurie Pickup, VECTOS, Pnina Plaut, Technion
- **Changing professional MIND-SETS: a collaborative work effort with European experts and professionals**
Oriol Biosca, MCRIT
- **MIND-SETS: a new approach to understanding mobility**
Alexandra Kershaw, VECTOS
- **The influence of generational footprints**
Herman Konings, Pocket Marketing

KEEP IN TOUCH!



mind-sets.eu



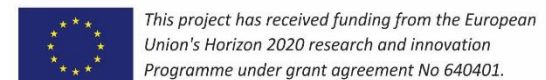
mobilitybehaviour.eu

THANK YOU!



Mobility is freedom

sgaggi@isinnova.org



This project has received funding from the European Union's Horizon 2020 research and innovation Programme under grant agreement No 640401.