



*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.*

## WHAT IS MIND-SETS

### 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**



## THE MIND-SETS STARTING POINT

**Mobility is an essential part of our lifestyle**  
It is not just the ability to get from A to B



## THE MIND-SETS STARTING POINT

Mobility is being rapidly transformed by an increasingly digital society.



## THE MIND-SETS TEAM

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

Mobility and  
Transport

Environmental  
psychology

Social Science

Consumer behavior

Forward-looking  
analysis

Technology and  
ITC trends

Transport Economics

Communication  
and Exploitation

## THE MIND-SETS TEAM

- 1 ISINNOVA - Istituto di Studi per L'Integrazione dei Sistemi (IT)
- 2 VECTOS (South) Ltd. (UK)
- 3 VITO - Vlaamse Instelling voor Technologisch Onderzoek (BE)
- 4 EIP - European Integrated Project (RO)
- 5 TECHNION - Israel Institute of Technology (IL)
- 6 MCRIT SL (ES)
- 7 RuG - University of Groningen (NL)
- 8 PMkg - Pocket Marketing (BE)



## WHAT WE HAVE DONE SO FAR - 1

## Before.....

We have coordinated what is known about mobility across a wide range of disciplines, bringing new concepts and ideas into the transport area -

**Successful cross-fertilisation process.**

- A multi-disciplinary review of the roots of mobility behaviour (Deliverable 2.1)
  - Annex: Interdisciplinary Perspectives on Mobility
  - Annex: Generational Perspective on Mobility
- A review of mobility behaviour in current transport policy and planning (Deliverable 2.2)

## WHAT WE HAVE DONE SO FAR - 2

## Before.....

We have achieved in conceiving an innovative approach to looking at mobility - the **MIND-SETS approach**.

- A new approach to understanding mobility behaviour (Deliverable 3.1)
- The views of European experts on the new approach, in relation to key mobility trends (Deliverable 3.2)
- A way forward for transport policy makers and professionals in the new mobility environment; such as the new sharing economy (Deliverable 3.3)



## MIND-SETS APPLICATIONS

4 KEY ASPECTS of the MOBILITY  
of the FUTURE

4 THEMES requiring innovation in future  
mobility policies and in design of new products  
and services.

Automated mobility  
Seamless mobility (appraisal of)  
Smart and Virtual mobility  
Sustainable and Inclusive mobility

Define the MIND-SETS approach together with other leading experts and  
stakeholders in the field, including citizens

Now.....

## Results are presented to target groups

- 1: policy makers / planners
- 2: mobility operators
- 3: mobility suppliers: e.g. vehicle and vessel manufacturers, infrastructure, components, ITS systems, etc.
- 4: organisations representing the users : e.g. passengers, cyclists, trade unions, etc.
- 5: catalysts / financiers
- 6: research innovators: e.g. universities, research institutes, etc.

## MIND-SETS

Mobility in the 21st century: a road to nowhere, a highway to hell or a stairway to heaven?

*An invited workshop of policy makers and key stakeholders*

## Part 1– MIND-SETS: Understanding mobility

14:30 MIND-SETS – A new human centred approach (Laurie Pickup, VECTOS)

14:45 MIND-SETS - Mobility innovation and the growth agenda (Herman Konings, POCKET MARKETING)

15:00 MIND-SETS – Changing planning practices for future mobility (Laurent Franckx, VITO)

15:15 MIND-SETS Expert validation – four key themes for future mobility (Oriol Biosca, MCRIT)

- Mobility Automation, Carlo Sessa, ISINNOVA
- Smart and Virtual Mobility, Pnina Plaut, Technion
- Sustainable and Inclusive Mobility, Berfu Unal, University of Groningen
- Appraisal methodologies for seamless mobility, Andreu Ulled, MCRIT)

## Part 2– MIND-SETS Intelligence to assist a better mobility

- 16:10 Round table discussions – Behaviour related issues from the stakeholder side (Chaired by Laurie Pickup)
- 17:45 What's next – the forward plan for project exploitation (Lucia Cristea and Radu Gaspar, EIP)

## WHO IS HERE

- The MIND-SETS consortium
- Cities networks (Eurocities)
- Cities representatives (3: Perugia, Rome, Skopje)
- National Ministries (Romania)
- Transport lobby associations (Acea, EPF)
- Mobility Services Providers (Taxistop)
- 'Not just road' (B-rail)
- The European Commission

After.....

Results will be structured in policy support tools and made available for a wide use across Europe



MIND-Sets  
Think Tank



MIND-sets Guidelines

MIND-sets Knowledge Center

KEEP IN TOUCH!



mind-sets.eu





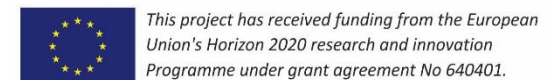
# THANK YOU!



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## HAVE A GOOD WORKSHOP!

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