

PROJECT

SMOB

Social MOBility

Funding: National (Italy)

Duration: Sep 2012 - Dec 2014

Status: Complete with results



Objectives:

SMOB is a project on sustainable mobility which offers as a solution a platform of vehicle pooling which consists of shared use of a means of transport to carry out movements from different origins to common destinations.

Methodology:

The innovative character of the project resides therefore in the integration of modules of logistical optimisation with models of social networking.

The routes are also expected to be generated for vehicles in real time, thanks to the availability of informatic and telematic tools like GIS (Geographic Information System), GPS (Global Positioning System), smartphones (for which integration of the platform is envisaged through specific apps), which allow the acquisition of information in real time, used to update dynamically the vehicle routes, through solutions of georeferencing and geolocalisation of users of the system on interactive maps.

1. To guarantee efficient, effective and dynamic use the platform was conceived to be used either via web or through mobile devices, such as smartphones and tablets. The platform provides for the integration of the following elements: Logistical optimisation engine, which will provide the user with an optimum route, based on constraints of assignment, capacity, friendship and time frames, with the specific intent of reducing travel time, polluting emissions and consequently kilometres travelled.
2. System of social networking, which will allow the processes of social rating and reputation management linked to a commander system which will propose the matching of the users based on their specific preferences.
3. Module for the calculation of CO2 saved, the aim of which is that of providing, through appropriate focused calculations, the quantity of polluting emissions saved by each user and by the whole community.
4. Mobile applications, compatible with major smartphone operating systems, such as "iOS" and "Android".

Other programmes: PONREC 2007-2013

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Key Results:

At today's date, with regard to the modules described above, the logistical optimisation engine, the social networking system, and the module for the calculation of CO2 saved have been completed. The mobile application is currently in development. With regard to the platform, downstream of the intense initial planning phase, it is only a short distance to the first release of the platform, which provides for the integration of a good part of the functionality. By May 2014 there will be the second release and finally in July 2014 the definitive version of the technological platform will be delivered ready for the testing phase.

STRIA Roadmaps: Smart mobility and services

Transport policies: Digitalisation

Geo-spatial type: Urban