

PROJECT

ECONAV

Ecological Aware Navigation: Usable Persuasive Trip Advisor for Reducing CO2-consumption

Funding: European (7th RTD Framework Programme)

Duration: Oct 2011 - Mar 2015

Status: Complete

Total project cost: €3,131,156

EU contribution: €2,350,000



Call for proposal: FP7-ICT-2011-7

[CORDIS RCN : 100231](#)

Background & policy context:

Ecological issues in traffic become more and more pressing as personal transportation is one of the greatest contributors of CO2 emissions. Means to help people reducing their ecological impact are urgently needed. To answer this need EcoNav provides travellers with personalized multi-modal navigation tools that allow, help and persuade them to travel and drive ecological friendlier.

Objectives:

To convince users in making more sustainable travel choices EcoNav will enrich navigation systems with innovative approaches and features:

- EcoNav integrates automated travel mode detection based on real-time GPS data into the trip planning thereby minimizing the need for explicit user input.
- EcoNav has the capability to automatically detect users trip purpose through the analysis of behavioural patterns allowing tailoring trip suggestions to these purposes.
- EcoNav builds dynamic user models allowing personalizing recommendations based on prior trip choices and individual preferences.
- EcoNav develops advanced door-to-door emissions models that provide accurate feedback on the ecological/carbon footprint and exposure levels in planning as well as during travelling and car driving activities.
- EcoNav develops and utilizes persuasive interface strategies to give feedback about the ecological impact of individuals behavior as well as make the ecological friendliest behavioral pattern visible and attractive.

Methodology:

The system will be developed in two iterations following user-centred and agile design approaches, and extensive field trials in Vienna and Dublin will ensure high quality and impact of the developed EcoNav system. The EcoNav consortium unites expertise from navigation systems, transportation sciences, environmental modelling, artificial intelligence, persuasive technology, human-computer interaction to software development.

Parent Programmes:

[FP7-ICT - Information and Communication Technologies](#)

Institute type: Public institution

Institute name: European Commission

Funding type: Public (EU)

Lead Organisation:

Ait- Austrian Institute Of Technology Gmbh

Address:

Donau-City-Strasse 1
1210 WIEN
Austria

Organisation Website:

<http://www.arcs.ac.at>

EU Contribution: €102,676

Partner Organisations:**The Provost Fellows And Scholars Of The College Of The Holy And Undivided Trinity Of Queen Elizabeth Near Dublin (Hereinafter Called Tcd)****Address:**

College Green
2
DUBLIN
Ireland

Organisation Website:

<http://www.tcd.ie>

EU Contribution: €251,663

Verkehrsverbund Ost-Region (Vor)Gmbh**Address:**

Mariahilferstrasse 77-79
1060 Wien
Austria

EU Contribution: €76,776

Tomtom International Bv**Address:**

DE RUIJTERKADE 154
1011 AC AMSTERDAM
Netherlands

Organisation Website:

<http://www.tomtom.com>

EU Contribution: €58,785

Cure Centrum Fur Die Untersuchung Und Realisierung Endbenutzerorientierter Interaktiver Systeme**Address:**

Modecenterstrasse 17/2
1110 Wien
Austria

EU Contribution: €572,754

Eidgenoessische Technische Hochschule Zuerich**Address:**

Raemistrasse 101
8092 ZUERICH
Switzerland

Organisation Website:

<http://https://www.ethz.ch/de.html>

EU Contribution: €354,927

Telematix Services As**Address:**

Branicka 66/69
147 00 Praha
Czech Republic

EU Contribution: €204,011

Institute Of Communication And Computer Systems**Address:**

Patission
10682 Athens
Greece

Organisation Website:

<http://www.iccs.gr>

EU Contribution: €215,452

Fluidtime Data Services Gmbh**Address:**

Neubaugasse 12-14/25
1070 Vienna
Austria

EU Contribution: €512,956

Technologies:

Information systems
Eco-Drive app

Development phase: Research/Invention

STRIA Roadmaps:

Cooperative, connected and automated transport, Network and traffic management systems, Smart mobility and services

Transport mode: Road transport

Transport sectors: Passenger transport

Transport policies: Decarbonisation, Environmental/Emissions aspects, Digitalisation

Geo-spatial type: Urban