THE SUPERHUB PROJECT

The Scientific Vision

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Mobility in Smart Cities

✓ Mobility infrastructures and services are the backbone of smart cities
✓ Ensuring an effective and sustainable mobility of citizens and goods
✓ Increased size of cities and increased mobility needs may lead to traffic congestion collapses
  ▪ Quality of life: time & health
  ▪ Environmental sustainability: pollution & CO₂
  ▪ Economic growth
ICT as key enabler for Smart Mobility

- Infrastructuring the mobility system with sensors and actuators
- Ability to monitor and control in real-time
  - Optimizing the efficiency of mobility processes
- Enabled by the use of advanced data analytics solutions
- The "big data" approach
- Adding an effective "nervous system" to smart cities
ICT is necessary

Is ICT sufficient?
Mobility is about citizens
ICT can help us in optimizing mobility processes and services
Smart mobility requires an active citizens' engagement and a deep cultural change
Citizens not as mere "users" of mobility services
Collective Intelligence

Emerging from ICT-empowered interactions among informed citizens in smart cities
Harnessing collective intelligence to build a global brain for smart mobility in smart cities