# THE SUPERHUB PROJECT

## The Scientific Vision

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PARTNERS

- ✓ 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 & $CO_2$
  - Economic growth

- ✓ 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

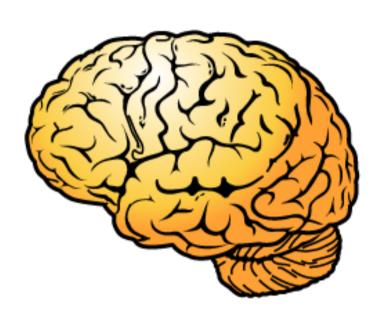# ICT is necessary

# 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

http://superhub-project.eu/