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Optimising Passenger
Transport Information
to Materialise Insights for
Sustainable Mobility



The project is partially financed by the EC

www.optimismtransport.eu

About the project:



OPTIMISM will develop strategies and methodologies for optimising passenger transport systems based on co-modality ICT solutions. Towards this goal, the OPTIMISM project will consider passenger needs and the carbon-neutral objective.

OPTIMISM's main scope is to provide a scientifically-documented insight into transport systems and people's travel choices via the study of social behaviour, mobility patterns and business models. This insight will help to identify future changes in passenger travel systems that lead to more sustainable methods/mode(s) of travelling, by helping people travel in a more efficient, safer and cleaner way, without compromising mobility.

Activities

OPTIMISM will carry out three main activities:

1. Identifying the gaps in travel behaviour data and harmonising existing data.
2. Defining demand and supply factors that shape the transport system and mobility patterns.
3. Defining the potential decarbonisation of passenger transport systems and ensuring their sustainability.

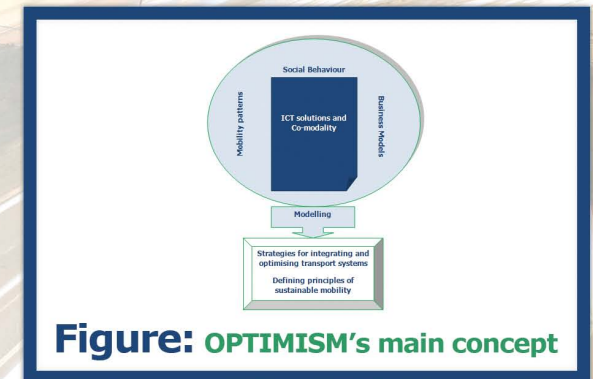
Objectives

The OPTIMISM project aims to contribute to a more sustainable transport system in Europe by better understanding passenger transport behaviour. The specific objectives of OPTIMISM are to:

- Gather, analyse and harmonise national travel data statistics
- Identify and classify the key factors defining the demand for different passenger transport modes and types of travel
- Assess the impact of co-modality and ICT solutions for passenger transport, especially based on their decarbonisation effect.
- Develop a modelling technique that will result in new and improved service offerings.
- Develop recommendations on strategies, technologies and methodologies for the integration and optimisation of the transport system for supporting the aim of sustainable mobility.

Expected Results

The OPTIMISM project will propose a set of strategies, recommendations and policy measures through the scientific analysis of social behaviour, mobility patterns and business models, for the integration and optimisation of the transport system.



OPTIMISM will deliver the following main reports:

- Comprehensive analysis of national travel statistics in Europe
- Recommendations on harmonisation of travel behaviour analysis
- A list of potential megatrends influencing transport systems and mobility behaviour
- Scenario simulation for mobility behaviour concerning future trends at the macro level
- Agent-based model at the micro level representing demand and technology at a local scale
- Assessment of co-modality/ICT options
- Decarbonisation potential and co-benefits of the best practices in the field of co-modality/ICT options
- Definition of strategies for integration and optimisation of passenger transport systems
- Impact of best practices on mobility patterns
- Recommendations on the principles of sustainable mobility