QROWD
qrowd-project.eu

less congestion

better policies

more citizen engagement

enhanced mobility

Making transport smarter, leveraging the human factor

QROWD: Innovative solutions to improve mobility, reduce traffic congestion and make travel safer and more efficient
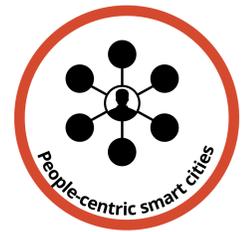
Why QROWD?

• 3 out of 4 Europeans live in urban areas

• Traffic congestion costs us €100 B yearly

• Road transport generates 40% of CO_2 emissions

• Transport accounts for 4% of EU' s GDP

What is QROWD?

• H2020 Innovation action granted € 3.5MM

• Part of the BDV Public-Private Partnership

• Timeline: December 2016 to November 2019

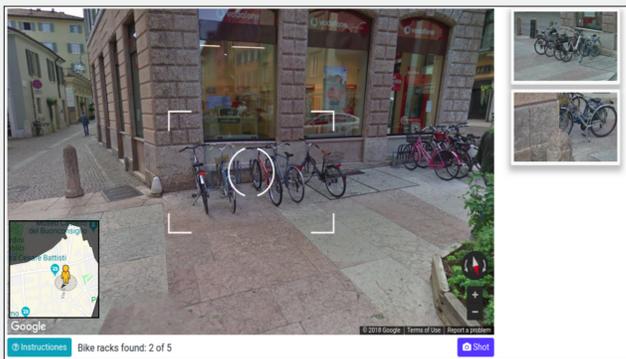• Human-in-the-loop for all links of the Big Data Value Chain

QROWD offers

• Guidance and tools for citizen participation

• Advanced services for mobility management:
  - Modal Split estimation
  - Completing mobility infrastructure
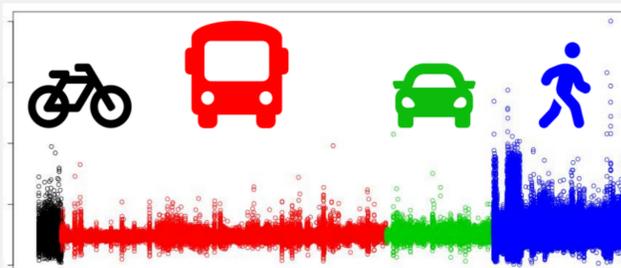 - Traffic analysis and parking probabilities

Data collection and sharing

Citizen engagement & crowdsourcing

People-centric smart cities

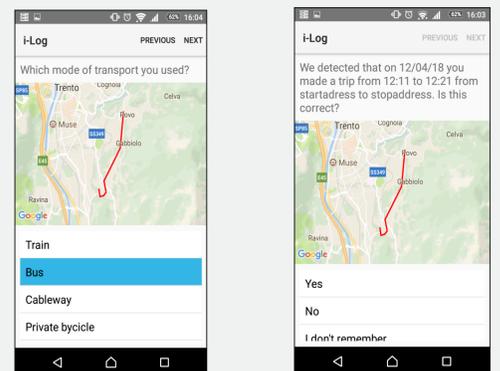## HYBRID HUMAN-MACHINE SOLUTIONS

Virtual City Explorer

• To crowdsource mobility infrastructure maps

• Location of static items on a city's virtual view

• Data fusion with other sources

• Optimised cost and coverage with taboo items

Transport Mode Prediction

• Based on GPS and accelerometer data from mobile phones

• Reduce impact on phone battery

• Combines numerical and symbolic classifiers

Citizen-in-the-loop

• Confirm predictions on transport mode

• Editing interface in case of mistake

• Manages citizen engagement

• Enables reinforcement learning

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