



## AI-Based Optimisation of Incentive Schemes for Sustainable Mobility

www.aicentive.eu



### Dear AI-CENTIVE Community,

Welcome to our second AI-CENTIVE newsletter, where we embark on a journey of innovation and collaboration in technology and mobility.

Dive with us in the latest developments, don't miss out any upcoming events, and get more information about project partners contributing to more sustainable mobility in the future.

Inform your network about the project and become a part of a community who sees a great potential in deep learning models for a greener mobility.

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#### News & Events



### ummadum

**ummadum** supports companies, event organizers, and municipalities in sustainable arrival and departure management.

As an attractive incentive, Green Mobility Benefits are issued, which convert into shopping vouchers through sustainable mobility on foot, by bike, by public transport or in a carpool.

By joining the AI-CENTIVE consortium, there is the opportunity to collaborate with leading experts in the field and leverage their expertise to enhance ummadum's offerings/platforms.

It brings together cutting-edge AI research, the integration of complex data ecosystems, and the development of intelligent platforms and applications.

[Read more](#)

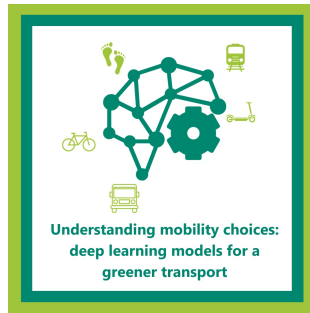


### BOKU, Institute for Transport Studies

**The Institute for Transport Studies** at BOKU carries out studies in urban mobility, behavioural modelling, transport impacts on sustainable development as well as policy and technology evaluation.

The team of BOKU focuses on using new sources of information to collect data on mobility aspects and evaluate the spatial and cost-related features of people's movements. The vision correlates with key aspects of AI-CENTIVE such as the utilisation of new data sources to further understand the mobility patterns and the roots of the travel mode choice behaviour.

[Read more](#)



## How deep learning models contribute to more sustainable mobility choices in Austria

Ten months into our project, the first achievements are in place to reach the project's goal. A fundamental building block is an AI model trained on past mobility behaviour to predict what future mobility behaviour will look like - without our incentives. To accommodate all the contexts that can influence how and when we travel, it was necessary to gather data from multiple sources - not only the actual mobility behaviour of Austrian citizens, but also data related to weather, news feeds, and knowledge extraction from the Web to identify possibly relevant events.

[Read more](#)

## Event tips



### World Passenger Festival 2023

**4 - 5 October 2023**

The World Passenger Festival is a unique event attracting global public transport operators to discuss the transformative era of mobility. The 2023 conference is bringing transport leaders together to discuss the technologies, strategies and opportunities which can encourage a return to public and shared transport usage.

[more](#)



### Data Spaces Discovery Day

**19. October 2023**

A great event ahead this autumn in Vienna: We would like to invite you for a deep dive into data spaces on October 19. The event, hosted by DIO and IDSA together with partnering organizations and companies from the Austrian and European data sharing ecosystem will bring together enthusiasts into an interactive discussion.

[more](#)



### Tomorrow.Mobility World Summit 2023

**7 - 9 November 2023**

Tomorrow.Mobility World Congress (TMWC) is the ultimate event to accelerate sustainable and intelligent urban mobility. Our goal is to act as a global benchmark for the mobility and transport sector, combining an ever-growing leading event with an all-year-round digital platform and an innovation hub attracting the industry's key players.

[more](#)



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