

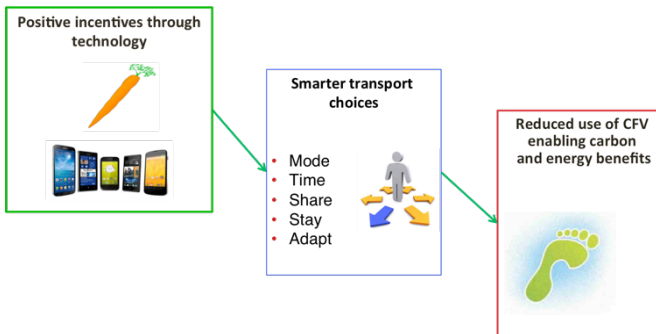


# EMPOWER

Rewarding Change

## What is EMPOWER

In our cities, many alternatives to individual car use, such as cycling, carpooling, public transit, electric vehicles and so on, already exist. But why don't more people use them? As travellers, how often do we sit in a traffic jam, frustrated and late for an appointment? As policy makers and transport planners, how do we encourage people to perceive these alternatives as being realistic options? Within this context, the main objective of EMPOWER is to **reduce the use of conventionally fuelled vehicles** in cities by fundamentally changing the mobility behaviour of their drivers and users via positive incentives through technology.

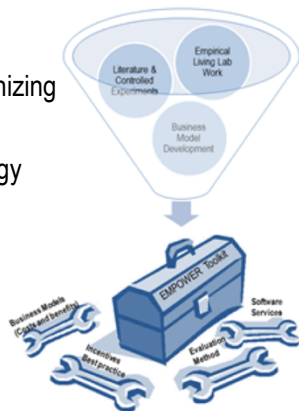


## Toolbox

To achieve this objective EMPOWER will create a set of **tools** for industry, policy makers and employers. The tools relate to:

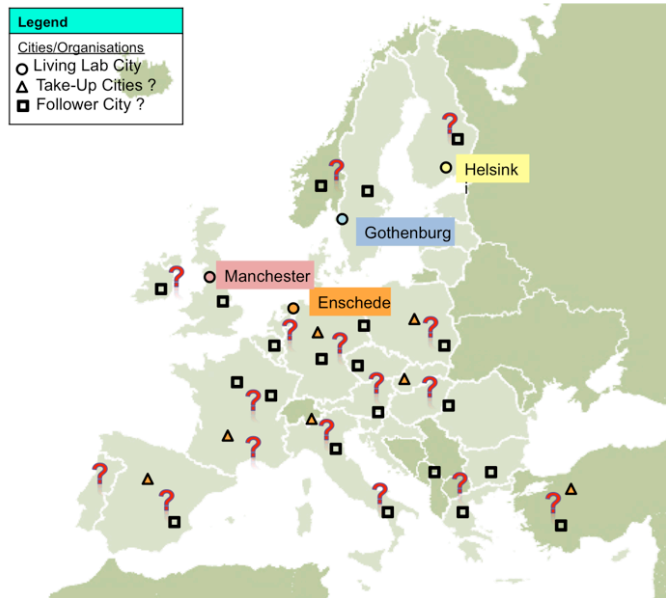
- Incentives
- Sharing and self organizing
- Business Models
- Evaluation methodology
- Software services

The tools will be developed and tested using real implementations in Living Labs.



## Living Labs

We will start in early 2016 with trials of instruments and tools from the toolbox in 4 living labs (Manchester, Helsinki, Gothenburg and Enschede). We do this by building upon the legacy of previous projects, (for example SUNSET; [www.sunset-project.eu](http://www.sunset-project.eu)) and upon existing tools from our partners. But in order to create a greater impact, we need your help. If you are a city, a transport authority or agency, an NGO working in a public service environment or a transnational transport provider (road or rail); and are you interested in joining us, we would like to hear from you!



## Get involved and get up to €100.000 support!

The EMPOWER project wishes to:

- Cooperate with seven Take-Up cities/organisations/communities to work together on further large-scale real-life implementations
- Create a network of Follower cities/organisations to generate input and share tools and results.

For the actual cooperation and implementation of tools in the Take-Up cities/organisations we have a budget available of up to **€ 100.000** per organisation available. For cooperation with the Follower cities/organisations we will organize workshops and exchange meetings.



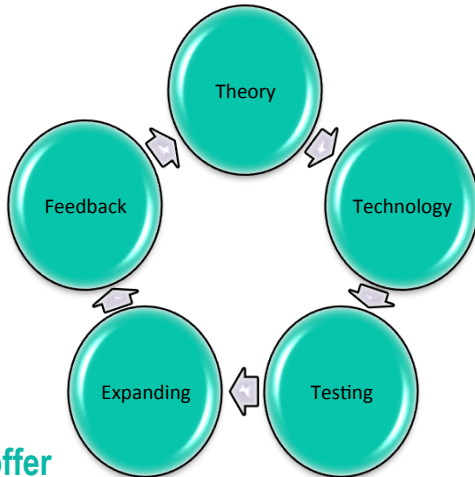
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## Take-Up Cities/Organisations

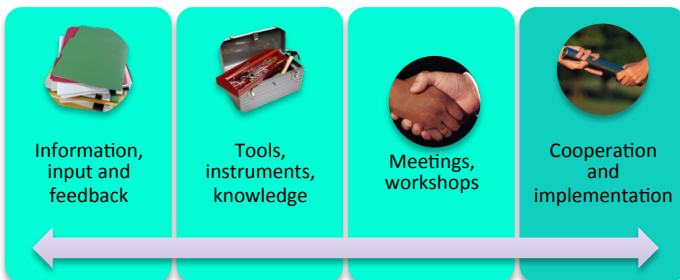
The goal of the cooperation is to create impact in reducing the use of CFV's. We do this by real implementation of the tools we test in the living labs. If you represent a city/organisation that is developing cycling infrastructure or promoting electric mobility, we can provide you with knowledge and tools to combine your ideas with EMPOWER to create an even bigger impact.

If you represent a transport organisation that envisages stimulating the use of Public Transport, we can help you by offering tools to create personalized, positive incentives for the traveller that stimulates the use of PT.



## Our offer

- Evidence based knowledge (on incentives, running a living lab, evaluation methodology, business development)
- Evidence based tools (ICT based, web and app)
- Help (in actually implementing knowledge and tools)
- Financial support (up to € 100.000)



It is expected that the data arising from the Take-Up city/organisation implementations will be fed back into the EMPOWER toolkit.

## Open competition

We are now running an open competition to recruit seven city authorities, community authorities, corporate or social organizations that have responsibility for organizing or delivering transport services. We have included a fund of €100.000 for each of the 7 Take-Up cities/organisations that might be used for mobility services (25k), marketing and business development (25k), recruitment (25k) and initial incentive services (25k). Closing date for applications is **noon CET, 11 December 2015**; implementation will start in Autumn 2016/Spring 2017.

## Follower Cities/Organisations

EMPOWER also offers the opportunity for cities and organisations to be part of the project as a follower. As a follower one can expect, amongst other things, to get first news of what is happening in EMPOWER, opportunities to contribute data to the project, to get invited to dissemination events and offers from EMPOWER team members to assist you in the challenge of reducing the use of CFV via positive incentives..

## Interested? Contact us!

If you are interested in joining EMPOWER as Follower city or Take-Up city/organisation: please let us know via sending an e-mail. If you want to become a Take-Up city/organisation: Go to our website and learn more about the application-process.

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