



## Luca Giovannini

Information Systems Analyst at Dedagroup Public Services

Main product: SMASH

Aim: Translating mobility data into meaningful visualised journeys to create more sustainable mobility in cities



smashproject.eu

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# Improving sustainable mobility through meaningful visualised journeys

## The project

### The idea

By creating mobility data visualisations and dashboards, web-based platform, SMASH, enables enhanced spatial data analysis and the supporting of decisions of local authorities and private mobility companies. This, in turn, allows the creation of more sustainable mobility.

“Every partner represents a meaningful contribution to a project. On its own, a single company would not be able to accomplish it.”

### Inspiration

One of the major challenges in climate change mitigation is the timely access, integration and interpretation of transport-related data. This can underpin public sustainable environmental policies as well as private investment to reduce greenhouse gas in the transport sector.

### Unique selling points

SMASH is a cross-functional project that enables a holistic point of view of a specific city considering all its mobility aspects, environmental indicators, potential changes in citizens' behaviour, and guaranteed interoperability.

### Societal impact

SMASH contributes to a general sensitisation to move in a more sustainable way and to enhance eco-friendliness, for example, through improved behavioural change campaigns increasing the number of cyclists and pedestrians. Ultimately, the goal of the whole project is to reduce CO<sub>2</sub> emissions and other pollutants.

Supported by:



Start year:  
2015

Challenge:  
Mobility data visualisation

Partners:  
Dedagroup, Fondazione Bruno Kessler, AESS, BetterPoints, Forum Virium Helsinki

## EIT Community support

EIT Climate-KIC co-funded our pilot projects, which convinced all the engaged parties to continue with the co-creation of SMASH, which continues to be supported by the EIT Community.

## The nominee

### The beginning

My studies focused on mobility and its behaviour: mobility patterns, traffic congestion formation, ... I still love working with huge amounts of data and I also love riding my bike. SMASH allows me to do the former while creating better conditions for the latter!

### Partnerships & Teamwork

SMASH does not only require economic or technical resources, but also know-how. We therefore work together with sales, academic and dissemination partners, as well as cycling project partners and associations.

### Rewarding moments

When we show cities and mobility agencies what we have done with their own data, and their reaction is "Wow, these insights are cool!"

