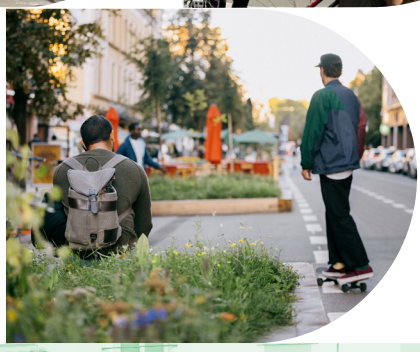
Urban Doers Community

MUV

Editors: Lisa Hudson-Bushart | FFG, Johannes Riegler | FFG



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MUV

Name of author(s)	Domenico Schillaci, Salvatore Di Dio
Contact Details	Website: https://www.muvgame.com/ LinkedIn: https://it.linkedin.com/company/muvbcorp Email: info@muvgame.com

Abstract

The European Green Deal, which aims for a 90% reduction in transport-related greenhouse gas emissions by 2050, underscores the critical need for transforming the mobility sector, a major contributor to the EU's carbon footprint. Achieving this ambitious goal necessitates the development of comprehensive data standards and innovative assessment frameworks that can drive sustainable mobility practices. This paper explores the challenges and potential solutions in establishing such standards and introduces the MUV Index as a sophisticated tool for evaluating and enhancing sustainable mobility within organisational communities.

Transport-related emissions are a complex challenge, influenced by a multitude of factors, and traditional reduction approaches often fall short due to inadequate data quality and lack of standardisation across regions and organisations. To address this, a cohesive framework for data collection and analysis is essential. Such a framework should include normalised methods for defining mobility datasets and shared mobility evaluation systems that can stimulate improved transport policies.

MUV, an Italian startup, plays a role in promoting sustainable urban mobility through a digital platform that encourages active and green travel behaviour within organisational communities, such as companies, schools and municipalities. By leveraging data analytics and gamification, MUV helps these communities reduce indirect emissions, contributing to corporate mobility plans and sustainability reports. However, MUV has identified two significant issues: the absence of a standardised mobility data collection and analysis method, and the lack of tools to assess and guide sustainable mobility policies within organisations.

The establishment of mobility data standards is crucial for consistent, reliable and interoperable data that can support informed decision-making in transport policies. Tools such as origin-destination matrices, synthetic passenger populations and agent-based simulations are essential components in building these standards, providing detailed insights into travel patterns and behaviour. Standardised data ensures that transport authorities, researchers, and businesses can develop effective and comparable strategies for sustainable mobility.

In addition to data standards, the implementation of mobility labelling systems offers a promising approach to managing and reducing Scope 3 emissions, which include all indirect emissions related to daily activities like commuting. Mobility labels, similar to energy efficiency labels for appliances, provide a benchmark for organisations to measure and improve their sustainability efforts, driving behavioural change and encouraging the adoption of best practices.

The MUV Index is an innovative tool designed to assess the effectiveness of sustainable mobility policies within organisations. By analysing infrastructure, mobility services, employee habits, and the impact of gamified initiatives, the MUV Index offers a comprehensive view of an organisation's mobility landscape. This holistic assessment allows organisations to set realistic goals, implement tailored interventions, and monitor progress towards reducing their environmental impact.

The widespread adoption of passenger mobility data standards and the MUV Index has the potential to transform mobility management across Europe and beyond. By providing organisations with the tools to manage their emissions effectively, these initiatives contribute to broader market changes, encourage innovation, and align organisational practices with global sustainability goals. The successful implementation of these tools will not only help achieve the EU's ambitious climate targets but also foster a more sustainable, efficient, and resilient mobility system.

Key lessons:

1. Importance of Standardised Mobility Data: The article highlights the need for standardised methods of data collection and analysis to ensure consistency, reliability and comparability across regions. This can enable organisations and governments to make informed decisions and create effective transport policies that promote sustainable mobility.

2. Power of Gamification in Behaviour Change: The MUV platform demonstrates that gamification can significantly influence individual behaviour. By engaging communities through challenges and competitions, organisations can encourage more active and green travel habits, helping to reduce Scope 3 emissions.

3. Mobility Labels as a Driver of Sustainability: Mobility labelling systems offer a structured way for organisations to measure, evaluate, and improve their transport-related emissions. This transparency not only fosters accountability but also inspires continuous improvement in sustainable mobility practices.

4. Organisational Communities' Role in Emissions Reduction: Schools, companies, and public bodies have significant potential to drive change through targeted mobility interventions. By leveraging the MUV Index, these communities can better manage indirect emissions from commuting and other transport activities, thus contributing to larger climate goals.

5. Collaborative Solutions for Complex Challenges: The article underlines that addressing transport-related emissions requires a collective effort, combining innovative tools like data analytics, gamification, and mobility labels with stakeholder engagement, advanced methodologies, and cross-sector partnerships.

Introduction: The EU Green Deal challenge and the role of transport emissions

The European Green Deal represents the European Union's most ambitious roadmap toward a sustainable future, with a key target of achieving a 90% reduction in transport-related greenhouse gas emissions by 2050. Transport is a major contributor to the European Union's carbon footprint, accounting for approximately 25% of total greenhouse gas emissions. Addressing this issue requires transformative changes in measuring, managing and understanding mobility.

Transport-related emissions pose a significant challenge due to their complexity and the intricate net of factors influencing them. Traditional approaches to reducing these emissions often fall short due to the lack of quality data and the inability to comprehensively measure and compare mobility practices across different regions and organisations.

To overcome these hurdles, a cohesive framework for data collection and analysis is essential. This framework must encompass diverse data points and propose a set of normalised methods to define a single standard for mobility datasets.

In parallel, a shared mobility evaluation system can play a critical role in stimulating awareness and a drive to improve transport policies within institutions and companies.

In this context, MUV's experience in the field of sustainable mobility services allows us to propose some possible solutions to the identified needs, and contribute to the design of a shared model for analysing and evaluating organisations' mobility.

MUV's role in improving Sustainable Urban Mobility globally

MUV is an Italian startup and benefit company founded in 2020 after a Horizon 2020 research and innovation project that allowed us to co-design and test with citizens of more than 20 European cities a solution to stimulate conscious daily mobility choices and build sustainable habits over time.

MUV's objective is to revolutionise urban mobility through a digital game capable of changing the experience of moving around the city and guiding people towards more active and green travel behaviour.

MUV targets organisational communities, such as companies, schools, universities or municipalities, offering integrated services to promote sustainability among its members, measure their impact, and use the mobility data collected to draw up mobility management plans and sustainability reports.

Through a proprietary data analytics and gamification platform, MUV helps communities reduce Scope 3 emissions (i.e. indirect emissions) relying solely on individual behaviour by encouraging more responsible mobility and consumption habits, measuring CO2 reductions with a methodology validated according to ISO 14064-2 and contributing to corporate mobility plans, non-financial statements and CSR reports according to legal guidelines.

In recent years, there has been much discussion in Europe on sustainable urban mobility and initiatives for companies and institutions related to corporate social responsibility and ESG programmes.

We have been working hard on our value proposition and service offering, increasing our portfolio of clients, both national and international, and dealing with a complex but growing market.

In doing so, we became aware of two substantial problems that plague communities that are willing to make an effort to improve the mobility of their members.

The former is the absence of a mobility data standard for individuals that allows for the collection, processing, analysis and presentation of such data in a uniform, reliable and interoperable form.

The latter is the lack of a tool capable of assessing the effectiveness of sustainable mobility policies within an organisation and, at the same time, providing customised recommendations to guide it in activating a concrete and measurable improvement process.

Background on Mobility Data Standards

As previously mentioned, the transition towards more efficient urban mobility with less environmental impact also depends on the quality and consistency of the data on which analysis and planning are based.

In this context, mobility data standards are essential for creating a uniform framework that enables transport authorities, researchers, and businesses to develop, implement, and evaluate effective transport policies and solutions.

Before discussing the definition of a mobility data standard, it is important to introduce the components of these data standards such as origin-destination matrices, synthetic passenger populations and agent-based simulations, and the relevant methods and software currently used for traffic simulations.

Key tools to build a mobility data standard

The first is the origin-destination matrices. O-D matrices are fundamental tools in transport planning and analysis. They capture the number of trips between various pairs of origins and destinations within a given area, providing a detailed picture of travel demand and patterns. O-D matrices help understand where people are coming from, where they are going and how frequently these trips occur. This information is crucial for designing effective public transport routes, optimising traffic flows and identifying areas that require infrastructure improvements.

Synthetic passenger populations are another component. They are virtual representations of real-world populations based on demographic and travel behaviour data. These synthetic populations are created by combining census data, travel surveys and other demographic information. They are crucial for simulating travel behaviour and testing the impact of various transport policies and scenarios without needing large-scale real-world interventions.

Creating a synthetic population involves three steps: collecting data from multiple sources, using statistical techniques to generate a virtual population that mirrors the real population's characteristics, and applying models to simulate how this synthetic population would behave under different scenarios.

Synthetic populations are used in transport models to predict how changes in infrastructure, policies, or external factors (i.e. fuel costs) might influence travel behaviour. They help assess the potential effectiveness of new transport initiatives before implementation.

Agent-based simulations (ABS) are another powerful tool for modelling the behaviour of individual travellers within a transport system. Unlike traditional aggregate models, ABS focuses on individual agents (people, vehicles) and their interactions, providing a more granular understanding of travel behaviour and system dynamics.

In ABS, each agent is programmed with specific behaviours and decision-making rules based on real-world data. These agents interact with each other and the environment, resulting in emergent patterns that can be analysed to understand the impact of various transport policies and scenarios. ABS can be used for macro-level (city-wide) and micro-level (neighbourhood or corridor-specific) simulations.

Lastly, there are many widely used software packages for running traffic simulations. These tools facilitate the analysis and visualisation of transport data, helping planners and researchers to develop data-driven solutions for sustainable mobility.

The importance of quality standardised data

The use of standardised methods of data collection and analysis is essential to ensure consistency, reliability and comparability between different regions and projects. Mobility data standards enable transport authorities to make uniform data-driven decisions, help research centres in conducting robust and comparable studies and facilitate the development of market opportunities for professional consulting companies and solution providers.

Establishing robust mobility data standards is a necessary step towards achieving the European Union's ambitious climate goals and advancing sustainable mobility worldwide. By leveraging tools such as O-D matrices, synthetic passenger populations and agent-based simulations, and employing advanced software for traffic simulations, stakeholders can develop more effective and data-driven transport policies.

Requirements for Passenger Mobility Data Standards

As discussed in the previous chapter, the adoption of data standards for passenger mobility data can produce a substantial improvement in the effective management and optimisation of transport systems.

The definition of these data standards has precise requirements and needs methods to profile the passengers' mobility, which may vary according to the laws in force in different European countries.

Key Data Requirements

To define standards for passenger mobility data, it is essential to consider a variety of data sources that should be appropriately combined to produce a complete and comprehensive model.

The main ones concern demographic information, home-to-work or home-to-school travel details and habits, modal share and propensity to behaviour change.

Demographic Information

Accurate demographic data is fundamental to understanding travel behaviour and developing targeted mobility solutions. Essential demographic information includes:

- Age: different age groups have distinct mobility needs and preferences.
- Gender: travel patterns can vary significantly between men and women.
- Income Level: economic status influences the affordability and accessibility of different transport modes.
- Employment Status: work-related travel constitutes a significant portion of daily mobility.

Collecting and standardising this information helps create detailed profiles of passenger groups, enabling more effective policy-making and service design.

Home-to-work/school travel details and habits

Understanding daily commuting patterns is crucial for planning and improving transport services. The main information elements that constitutes this type of travel and the related habits are:

- Trip origins and destinations: identifying common starting points and destinations for commutes.
- Travel modes: document the modes of transport used (e.g., car, bicycle, public transport).
- Travel times: recording the duration of trips, including peak travel times.
- Travel frequency: understanding how often trips are made on different routes.

This information allows for the optimisation of transport networks to reduce congestion and improve efficiency.

Individual Modal Share

Modal share refers to the percentage of trips made by different transport modes. Transport systems are usually grouped as follows:

- Private vehicles: cars, motorcycles
- Public transport: buses, trains, trams
- Non-motorised transport: walking, cycling
- Shared Mobility: carpooling, ride-sharing services

Understanding modal share is essential for promoting sustainable transport modes and reducing reliance on private vehicles.

Mobility Behaviour Change Propensity

Assessing the willingness and ability of individuals to change their travel habits is crucial for designing effective interventions. The main factors to take into account when assessing this are:

- Incentives and barriers: identify what encourages or discourages changes in travel behaviour
- Alternative options: evaluate the availability and attractiveness of more sustainable/active travel options

- Environmental awareness: estimate interest in and knowledge of the environmental impact of different travel modes

- Previous behaviour: investigate past changes in mobility behaviour in response to policies or incentives

Profiling this individual propensity helps develop targeted campaigns and policies to encourage sustainable mobility.

Relevant Methods for Profiling Passenger Mobility

Passenger mobility profiling involves collecting, processing and analysing data through different methods. These methods must comply with different European countries' data protection and privacy legislation.

In particular, data collection can be carried out in different ways, through user research activities, by exploiting sensor measurements or by harvesting information present on the web or in other datasets. Below is an overview of the main data collection methods used in the area of passenger mobility.

Interviews, Surveys and Questionnaires

Surveys and interviews are a quanti-qualitative and widely used method for collecting detailed information on travel behaviour. They can be conducted by various means, including 1-to-1 interviews (both live and online), multiple interviews, surveys and online questionnaires. The main advantages are the possibility to collect detailed responses on specific aspects of travel behaviour as well as the flexibility to adapt the instruments to specific research needs.

Potential drawbacks, on the other hand, relate to potential bias in self-reported data and the need for significant resources to conduct comprehensive investigations.

Mobile Phone Data

Data collected from mobile devices, including GPS and cell tower information, represent a rich source of real-time mobility data. It allows movement patterns to be tracked in time and space.

The main advantages are the ability to capture data from a large number of users and to be able to study users' travel behaviour in real-time.

Conversely, there are potential data privacy challenges and GDPR compliance, which requires anonymisation and secure processing of personal data.

Smart Card Data

Data from public transport smart cards provides insights into the travel patterns of public transport users. This data includes information on trip origins and destinations, travel times and frequency of use.

Key benefits include high precision in tracking public transport usage and the possibility of linking this data with other sources for comprehensive analysis.

The main challenge is the need to collaborate with transport operators to access data.

Social media and web-based data

Data from social media platforms and other web-based sources can provide supplementary insights into mobility patterns and preferences. This data can be useful for understanding public sentiment and identifying emerging trends.

The main advantage is the enormous amount of data available, while challenges include data accuracy, representativeness and compliance with data protection laws.

Traffic sensors and cameras

Traffic sensors and cameras increasingly installed at key locations in our cities can provide valuable data on vehicle flows, traffic speeds and congestion levels. This information is collected automatically, constantly and in real-time, and makes it possible to study trends over time or to focus on specific areas of interest.

Again, the privacy aspects need to be taken into account, especially concerning the images recorded by the cameras, as well as the installation and maintenance costs of such infrastructure.

European Legislation on Data Privacy

As highlighted several times in this chapter, compliance with data protection and privacy aspects is paramount when collecting and processing mobility data. This is essentially related to the fact that all data relating to a person's location are in fact personal data and must therefore be processed in accordance with national regulations.

The General Data Protection Regulation (GDPR) sets stringent requirements for data handling within the EU. Nevertheless, different European countries have specific regulations that complement the GDPR, and it is essential to be aware of and comply with these local laws in the mobility data collection process.

Background on Mobility Labelling Systems

In the quest for sustainability, organisational communities such as schools, universities, public bodies and companies play a fundamental role in mitigating Scope 3 emissions. These emissions, which include all indirect emissions that are produced by community members in their daily activities such as going to school/office or commuting, are among the most challenging to measure and reduce.

A promising approach to addressing them is the implementation of mobility labelling systems.

The Concept of Mobility Labels

Like energy efficiency labels on appliances and buildings, mobility labels are designed to assess and certify the sustainability of an organisation's or city's mobility practices.

These labels serve as a benchmark for organisations to measure their progress and identify areas for improvement, fostering a culture of continuous enhancement. By providing a clear and standardised assessment, mobility labels can drive the adoption of sustainable transport practices and help organisations manage their Scope 3 emissions more effectively.

This transparency encourages the adoption of best practices and drives competition among entities to improve their sustainability credentials.

The Advantages of Oganisational Communities

Organisational communities, including schools, universities, public bodies and companies, have significant commuting and travel-related activities, which substantially contribute to Scope 3 emissions.

Implementing a mobility labelling system can help these organisations in achieving the following objectives:

- Evaluate current mobility practices: by assessing current commuting patterns, use of public transport, carpooling, cycling and walking
- Identify improvement areas: highlighting opportunities for promoting more sustainable travel options
- Promote accountability and transparency: demonstrating commitment to sustainability to stakeholders, including employees, students and the public
- Drive behavioural change: encouraging individuals within the organisation to adopt more sustainable mobility habits

Methods for labelling environmental impact

The concept of labelling environmental impact is not new. Various sectors have successfully implemented labelling systems to drive sustainability. Examples include energy labels for appliances and buildings, which have had a significant impact on their respective markets.

Energy labels for appliances, such as refrigerators, washing machines and air conditioners, categorise products based on their energy efficiency. The European Union's energy labelling system, for example, uses a scale from A+++ (most efficient) to D (least efficient). These labels provide consumers with clear information about the energy consumption and efficiency of appliances, influencing their purchasing decisions. Over time, this has led to a significant reduction in energy consumption as manufacturers innovate to produce more efficient products to meet consumer demand.

Energy Performance Certificates (EPCs) assess the energy efficiency of buildings. In the EU, buildings are rated from A (most efficient) to G (least efficient). EPCs provide property owners and prospective buyers or tenants with information on a building's energy use and potential improvements. This labelling has driven the real estate market towards greater energy efficiency, with many property owners investing in upgrades to achieve better ratings and increase property value.

Mobility Labels: A Framework for Organisational Communities

To implement mobility labels effectively, a comprehensive framework is needed. This framework should include three fundamental elements: the evaluation criteria, the data collection methods and the labelling system.

Among the main assessment criteria to be taken into account are:

- Commuting patterns: evaluating the modes of transport used by employees or students, distance travelled, and frequency
- Transport infrastructures: availability and quality of facilities such as bike racks, electric vehicle charging stations, and public transport access
- Sustainable transport initiatives: programmes promoting carpooling, cycling, walking, and use of public transport

- Mobility management policies: organisational policies and incentives supporting sustainable travel, such as flexible working hours, telecommuting, and subsidised public transport passes

Once the evaluation criteria have been identified, it is necessary to choose how the data will be collected. About these methods, reference can be made to section 4.2 where these have already been described.

Ultimately, the labelling system must be defined, which generally consists of the following elements:

- Rating scale: similar to energy labels, mobility labels can use a scale (e.g. A to G) to rate the sustainability of an organisation's mobility practices
- Certification levels: different levels of certification (e.g. Bronze, Silver, Gold) can be awarded based on performance against the assessment criteria
- Recommendations and hints: encouraging organisations to improve their ratings over time through targeted interventions and policies

Impact of Mobility Labels

The main benefits that can be seen are related to individual behavioural change, i.e. an increased awareness on the part of people concerning the impact of their travel, which can guide more sustainable travel choices, but also the opportunity to demonstrate the organisation's tangible commitment to sustainable mobility, which can improve its reputation both internally and externally.

Furthermore, the adoption of mobility labels can stimulate innovation as organisations strive to find ways to improve their rating, or trivially lead to greater investment in sustainable transport infrastructure or services.

Ultimately, mobility labels can help organisations align with regulatory requirements and sustainability goals, such as those outlined in the European Green Deal.

MUV Index: Urban Mobility and Sustainable Value Index

The MUV Index is an innovative indicator designed to analyse and evaluate the effectiveness of sustainable mobility policies within organisations. By assessing infrastructure and service conditions, employee/student mobility habits, willingness to change, data from mobility challenges and big data analytics, the MUV Index offers a comprehensive picture of an organisation's mobility landscape. It leverages a variety of variables that consider both objective (such as infrastructure and data usage) and subjective aspects (such as habits and willingness to change).

Mobility labels before MUV Index

Before diving into the specifics of the MUV Index, it is beneficial to review previous initiatives that have laid the groundwork for this advanced tool. The main one is undoubtedly the Mobility Labelling by MOMA, which aims to provide a detailed assessment of urban sustainable mobility policies. The MOMA project developed methodologies for labelling and certifying urban mobility practices, offering a reference framework for cities and organisations. This initiative highlighted the importance of systematic evaluation and certification, which the MUV Index seeks to build upon and refine.

Components of the MUV Index

The MUV Index is structured around several key components that provide a holistic view of an organisation's mobility landscape. There are five such components, namely:

1. Infrastructure and Mobility Services Conditions
2. Employee/student Mobility Habits
3. Willingness to Change
4. Measured Data of Change through MUV Game Competitions
5. Big Data Recorded and Analysed by MUV

Infrastructure and Mobility Services Conditions

This component evaluates the effectiveness, safety and convenience of the infrastructure and mobility services available within the organisation. Critical factors include:

- Availability of parking for bicycles and electric vehicles: ensuring adequate facilities for employees who choose sustainable transport modes
- Proximity to public transport services: assessing how close and accessible public transport options are to the workplace
- Presence of safe and well-lit pedestrian pathways: evaluating the safety and convenience of walking routes may encourage more employees to walk to work

Employee/student Mobility Habits

Understanding the current commuting habits of employees or students is essential for identifying areas of improvement. This component collects data on:

- Preferred modes of transport: cars, bikes, walking, public transport, carpooling, etc.
- Average commute duration: time spent commuting, which can influence the choice of transport
- Factors influencing transport choices: cost, time, convenience and other factors determining how employees commute

Willingness to Change

Measuring individuals' readiness to adopt more sustainable mobility models is crucial for planning effective interventions. This can be assessed through:

- Surveys on willingness to change commuting habits: asking employees if they would consider alternative transport modes if convenient options were available
- Awareness and training sessions: providing education on the benefits of sustainable mobility to encourage behaviour change

Measured Data Change through MUV Game Competitions

Sustainable mobility competitions enabled by MUV, such as challenges and tournaments, allow members of the organisation to track their sustainable journeys, gain points in return, and compete against each other to see who is the most environmentally conscious. Data collected through this platform includes:

- Participation rates: number of people participating in mobility competitions
- Changes in mobility habits: shifts in commuting patterns as a result of participation.
- User feedback: insights into the competition and experiences of players, which can help refine future initiatives.

Big Data Recorded and Analysed by MUV

Leveraging big data is vital for gaining comprehensive insights into mobility trends and patterns. The MUV Index can utilise:

- Mobility data from similar companies: comparing data across similar organisations to identify best practices and benchmarks
- Feedback and reviews: analysing employee feedback to understand the effectiveness of mobility policies
- Emerging trends and patterns: identifying new trends in sustainable mobility to stay ahead of the curve

Methodology

The MUV Index employs a robust methodology that combines quantitative and qualitative data to provide a detailed picture of an organisation's sustainable mobility practices. The process involves the following steps:

1. Data collection: gathering data through various data sources.
2. Data analysis: using advanced analytics to interpret the data and identify key insights.
3. Benchmarking: comparing results against industry standards and best practices.
4. Reporting: provide detailed reports highlighting strengths, weaknesses and areas for improvement.
5. Action planning: recommending tailored interventions to enhance sustainable mobility practices.

Impact on Organisations

The implementation of the MUV Index can have profound benefits for organisations. Firstly, it can help them set realistic goals to improve their sustainable mobility. Furthermore, the knowledge gained through the index enables organisations to design and implement solutions tailored to their challenges and opportunities.

By promoting more sustainable commuting practices, organisations can significantly reduce their environmental impact while increasing the satisfaction and

well-being of their members.

Finally, adopting the MUV Index demonstrates a commitment to sustainability and can help improve an organisation's reputation and attract environmentally aware stakeholders.

With its detailed assessment and actionable insights, the MUV Index is therefore poised to drive significant advancements in sustainable mobility within organisational communities.

Conclusion

The urgent need to address climate change and reduce greenhouse gas emissions has placed sustainable mobility at the forefront of global and regional policy agendas. The European Green Deal, with its ambitious goal of a 90% reduction in transport-related greenhouse gas emissions by 2050, underscores the importance of innovative and comprehensive approaches to transforming mobility systems.

Central to achieving this goal is the establishment of passenger mobility data standards and the implementation of a mobility labelling system.

Passenger mobility data standards are crucial for creating a consistent, reliable and interoperable framework for collecting and analysing mobility data. These standards enable transport authorities, research centres and organisations to make informed, data-driven decisions that enhance the sustainability and efficiency of transport systems. By standardising data on demographic information, home-to-work/school travel details, individual modal share, and mobility behaviour change propensity, we gain a comprehensive understanding of mobility patterns and identify targeted interventions to promote sustainable transport.

The MUV Index, as a sophisticated labelling system, integrates this data points to provide a holistic assessment of an organisation's mobility landscape. By examining infrastructure and mobility services, employee habits, willingness to change and the impact of gamified initiatives, the MUV Index offers actionable insights that support the development of tailored solutions. This detailed analysis helps organisations set realistic goals, implement effective policies and monitor progress toward reducing their ecological footprint.

For organisational communities such as schools, universities, public bodies and companies, implementing passenger mobility data standards together with the MUV Index presents significant opportunities. These entities can better manage their Scope 3 emissions by adopting more sustainable mobility practices. Mobility labels, akin to energy efficiency labels for appliances and buildings, provide a transparent and standardised assessment that can drive the adoption of best practices and foster a culture of continuous improvement.

Enhanced mobility options can improve employee and student well-being, increase satisfaction and bolster an organisation's reputation as a leader in sustainability.

The successful implementation of these initiatives requires substantial investment and support. European Commission research funds, such as Horizon Europe and the Driving Urban Transition initiative, offer this kind of funding opportunity. These programmes support innovative projects that address climate change and promote sustainable urban development. By securing such funding, organisations can undertake pilot projects, integrate advanced technologies, and engage stakeholders effectively, ensuring the scalability and success of the initiatives.

Looking ahead, the establishment of passenger mobility data standards and the widespread adoption of the MUV Index have the potential to transform mobility

management across Europe and beyond. As more organisations implement these tools, we can expect a ripple effect that drives broader market changes, encourages innovation, and fosters a competitive environment where sustainability becomes a key differentiator. Moreover, the data collected and analysed through these standards will provide invaluable insights for policymakers, helping to shape future transport policies and interventions. By aligning organisational practices with regional and global sustainability goals, we can collectively work towards a more sustainable, efficient and resilient mobility system.