

## WHAT IS MUV?

Being initially a research project funded by the European Commission under the so-called Horizon 2020, MUV B Corp is set up in 2020 with the aim to turn sustainable urban mobility into a global movement and to strive towards ever more ambitious challenges. MUV promotes a change in behavior towards more sustainable and healthy mobility options, through the positive participation of local communities and businesses, proximity commerce and urban mobility managers.

## HOW MUV WORKS?

It is played using a mobile application.

Points are obtained every time you move in a sustainable way: walking, biking, public transport. In this way you become a participatory citizen, digital and sustainable. Additionally, the more points you score, the more likely you are to win a prize for yourself or your team.

## PLAY A TEAM GAME!

You are not playing alone, other people from your university compete with you.

Become MUVer! Participate in European tournaments to position your university as one of the most sustainable.

## BUT, WHAT IS THE CHALLENGE?

This game wants to get involved in the transformation of your university and its surrounding area, promoting a change of behaviour towards sustainable and healthy mobility choices.

Playing with MUV generates mobility data anonymously available to your university and the surrounding area, to help design more effective citizen-centric urban policies.

## SO, IF YOU ARE...

- ✓ ... MUVer, you can become your university's sustainable mobility champion, receive a prize and contribute to making your university one of the most sustainable.
- ✓ ... city planner, mobility manager or local administration, you can become a "coach" to help participants win, collaborate with the local community and, at the same time, have access to information on the university community's mobility.



## THE SCOPE

- ★ Commitment of the neighborhood and participation in the process of co-creation and definition.
- ★ Change of university community behavior through incentives.
- ★ New university community-style mobility policies targeting citizens.

## RESULTS

- ★ New university community-style mobility policies targeting citizens.
- ★ Network of monitoring stations that check the quality of the air.
- ★ Collection of anonymised mobility data.

## IMPACT

- ★ Improving collaboration with your university community.
- ★ New data-driven planning processes and sustainable mobility solutions.
- ★ Increased physical exercise and use of public transport.
- ★ Reduction of pollutant emissions in and around the university.

