MELINDA Oᴜᴛᴘᴜᴛ O.T3.1

VERSION 2021

CONTENTS

1. Introduction

The main objective of Melinda project is smoothing the way to citizen awareness and engagement in alternative/innovative mobility modalities in order to support policy making on mobility, air quality and territorial development, contributing to EU/local strategies. Melinda project bases on six pilots that are presented in the following sections.

Greater Lyon & Greater Annecy (France): Health as an incentive for behaviour change in mobility

The greater Lyon and greater Annecy are metropolitan areas with a total population of 1.35 and 0.25 million people (in 2017) respectively. These regions have a high share of travel by private cars and a low share of travels by bike and by walking (so-called human powered mobility). Therefore, the main goal of this pilot is to boost human powered mobility. The main stimulus for encouraging people to shift to this sustainable mobility is health improvement. The focus of the pilot will be the employees of the administrative bodies. A sample of 100 people will be selected for the pilot.

City of Maribor (Slovenia): The way to attractive and sustainable city

Maribor is located in the north-eastern part of Slovenia and it is the second largest Slovenian city with approx. 110.000 inhabitants and a high number of daily migrations (approx. 44.000 people). The number of the active population in Maribor is ca. 63.000 and the number of passenger cars approx. 54.000.
The key challenge of the pilot project is to prepare good databases for city management and other policy makers to be able to undertake appropriate measures to increase sustainable mobility in the city and measures to raise public awareness about the importance of sustainable mobility.
Key goals of the pilot are to establish an efficient system for collecting data on sustainable mobility in the city, to put the collected data on disposal as open data, to establish a transparent interface for reviewing sustainable mobility data for both citizens and decision-makers, to examine the travel habits of citizens and by that, indirectly to motivate the inhabitants of Maribor to use more environmentally friendly means of traveling around the city (on foot, by bike or by bus).

Landkreis Ebersberg (Germany): Intermodal mobility options in rural areas

The county Ebersberg consists of several periurban settlements, with a total population of 140 thousand people (in 2017). The region has a rapid growth of population that causes a great pressure on road capacity and public transport (especially regional trains to Munich). Thus, use of private cars dominate in this region. The goal of the pilot is to improve intermodal mobility options with a focus on the rural areas of the region through a network of hitchhiking benches, supplementing the existing mobility network and acting as infrastructure promoting organized car-pooling. The target group of the Pilot is the general population living in the region.

Vorarlberg (Austria) V-Mob: Cross-border smart mobility within the greater region of Vorarlberg

Vorarlberg is one of the nine states of Austria and is its the most western part. It consists on four districts (Bregenz, Dornbirn, Feldkirch & Bludenz) that are surrounded by Tyril (in the East), Liechtenstein & Switzerland (in the West) and Baden-Württemberg & Bavaria (in the North). Vorarlberg has a total population of around 389 thousand people (in 2017). The region faces increased traffic volume and road congestions, partly due to a lack of digital, interconnected information about seamless cross-border mobility. The goal of the Vorarlberg pilot is to automatically track the

movements of the citizens within Vorarlberg. In the centre is the development of a "Smart Mobility" App to collect data on mobility behaviour and patterns, incl. the citizens of Vorarlberg, citizens of the neighbouring countries, commuters, and tourists visiting Vorarlberg. The target is to design, engineer and manage innovative mobility services that promote sustainable mobility within the greater region of Vorarlberg.

Due to Covid-19 crisis and the closing of the boarders to Liechtenstein, Switzerland, Germany and - temporarily- Tyrol, the pilot and data collection is limited to the region of Vorarlberg. Additional, the piloting phase was accompanied by several hard- and soft-lockdowns, quarantine of villages (Nenzing, Lech, Warth, etc.) and regions (e.g. Leiblachtal) and all-day curfews and night-time curfews

Municipality of Pordenone (Italy): Melinda Master Biciplan –MMB

The pilot area includes the Municipality of Pordenone, project partner, and 9 other surrounding Municipalities (Azzano X, Cordenons, Fiume Veneto, Fontanafredda, Pasiano, Porcia, Roveredo in Piano, San Quirino, Zoppola), for a total area of 439 square km and a total population of around 160.000 inhabitants. In such an interconnected society, working on mobility autonomously and independently in small and contiguous Municipalities like these ones, can lead to scattered and not significant interventions. We want to prevent this from happening with the Melinda Master Biciplan, which will analyze the cycling situation in the various Municipalities, to determine where to plan or improve cycle routes on inter-municipal connection roads, in order to guarantee sustainable, easy and safe access between neighbouring Municipalities.

Switzerland: Ridesharing and Carpooling

There are two types of pilot projects in Switzerland. They focus mainly on rural areas whose public transport are characterized by poor accessibility with low frequencies, limited operating hours and indirect routes and therefore, the car ownership rate is very high. The goal of pilot 1 in Maladers (Chur) is to implement and test the viability of a ridesharing scheme, while the goal of the pilot 2 in Naturpark Thal is implement and test the viability of hitchhike mobility services. The ultimate goal of these pilots is to increase the accessibility in rural areas and reduce reliance on private cars. The target group of these pilots are local population.

2. Description of the partecipative processes

Among the tools developed and adopted by the project Melinda a survey has been thought to act as a further participative tool beside Melinda mobile app. The Survey has a twofold aim. It works as a static awareness tool (while the mobile app constitutes a dynamic one), with the purpose of reaching residents in the several project pilots' contexts. The survey wants in particular (1) to stimulate individuals' involvement into environmental issues and (2) help the widespread of Melinda App via an internet web link connecting the respondent to the application downloading mask, at the end of the survey itself. The invitation to download the app comes after having evaluated, thanks to the questions composing the questionnaire, respondents' level of environmental compliance. The survey in fact restitutes, on the base of the answers given to specific sections of the questionnaire, an Environmental

Awareness and Compliance score (ranking respondents on a three-scale mark: "Very good"; "Good"; "You could improve your score") in order to promote people's reflection about their own daily actions and push for the desire to better tailor their own behaviours in a more environment-friendly way (in particular in relation with daily mobility).

On the other hand the survey acts as a pure data collector, since it collects data regarding:

- Declared daily mobility behaviors (with few questions about the main travel means adopted usually and people's mobility capital)
- Knowledge of Sustainable Mobility solutions and their actual use.
- Environmental awareness level, through questions regarding:
  - the knowledge of the health risks related to air pollution; of relevance of active mobility for health promotion; of hidden costs linked to private car ownership
  - pro-active and environmental-compliant daily actions and behavior eventually performed
  - sources of information consulted about environment-related issues
- Attitudes towards of the main common mobility options and personal perception of their points of strength.

The aim is to contribute to the detection and description of local mobility cultures, useful to better understand what and how to implement in terms of new, or renewed, sustainable mobility services in the different territorial (and so also social) contexts under study. For the specific objectives of the project the survey results can contribute to further develop and pursue potential activities in the pilots in order to enhance the local awareness and so reach relevant end-user during the testing phase of Melinda App.

A value-added of the survey is the adoption in Melinda questionnaire of some questions included in the Special Eurobarometer nr.79.4 (2013), 81.3 (2014) and 88.1 (2017) about environmental-connected attitudes and behaviours. In this way it will be possible to contextualize the collected answers on these questions into the overall national and European framework and read the positioning of pilot contexts in relation to those territorial levels.

Six partially different versions of the survey have been defined, each one developed for a specific country involved in the project (Austria, France, Germany, Italy, Slovenia, Switzerland), and composed by a Common Section (constituted by common questions) and a Pilot Section (when needed), specific for each pilot according to the peculiar sustainable mobility solution focus of the research. All surveys are developed in the local official language. With the definition of a common section identical for all the pilots the consortium wanted to ensure the collection of a dataset able to allow comparisons between the various territories composing the project territorial scope, without anyway forgetting to guarantee pilots' specific scopes.

The time length of the survey ranges between about 8 minutes to 13 minutes according to the specific needs and characteristics of the pilot section, while the questionnaire consists of about 30 questions. This helped to keep the task not too much demanding for the respondents, and enhance the completion rate of the questionnaire.

Methodology

Target population – the methodology employed for the survey preparation and running had to take into consideration the constraints deriving from the project specific needs and research objectives and the resources available to the consortium. The target of the survey will be the whole population living in the pilots' territories, reaching the NUTS 3 level of territorial extension, in order to have an homogeneous territorial level of data collection. Anyway the respondents could belong also to other territories: they will be surveyed as well in order to collect at least information regarding the first and common section of the questionnaire and contribute to the raising awareness task about Melinda contents among the Alpine Space territory's population.

The target number of cases to be reached is not defined, being survey purpose the coverage of the highest amount of population possible. Lacking a list of the population to be researched, the aim of the survey will be that of collecting information about all the respondents living in a specific territorial context. Since that, the survey will be run not on a proper representative and probabilistic sample: no criteria, except for the territorial residence location, will be adopted to filter, at the beginning, the unit of observation (on which the data will be collected).

Delivery method

    a) CAWI technique

The survey is delivered in digital form, relying on CAWI (Computer Assisted Web Interview) techniques in order to balance resources and objectives, reducing time and money costs if compared to more traditional techniques like CATI (Computer Assisted Telephonic Interview) or CAPI (Computer Assisted Personal Interview). In this way it will be also possible to reach a higher amount of respondents without huge efforts, since the main delivery channels will be the websites and social networks accounts of the Project Partners or local actors involved in the project. The survey can be compiled on various kinds of electronic devices (Personal Computer, Smartphone, Tablet, …), it only requires an internet connection.

    b) *Local actor involvement*

Due to the lack of a list of the population to work on as a base for survey delivery the links will be widespread through a network of local actors provided by each pilot, ranging from local authorities to associations and NGOs, as shown in the Awareness Plan produced for the project (Deliverable DT1.3.1).

MELINDA App is an app to support these pilots. It is an App for planning and tracking of daily routes. By use of this app, users contribute to continuous improvements of mobility infrastructure and mobility services. Based on user's mobility preferences, the app proposes a mix of environmental-friendly, cost- and time efficient and health transport modes.
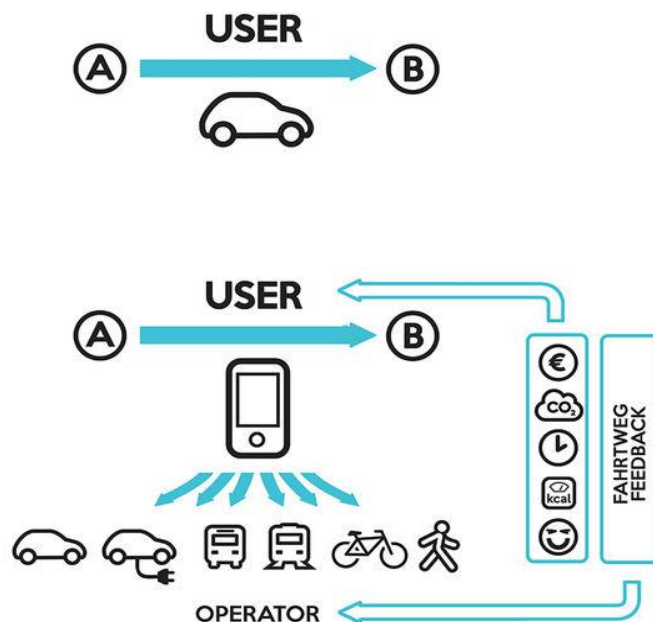

Figure 1: Tracking routes from A to B

As depicted in figure 1, the MELINDA App gives you the chance to track your route and thereby automatically detect the used means of transport. After recording you can evaluate and release your route according to your individual preferences set in your user profile. Besides that, you have the opportunity to view alternative connections that better fit the weighed criteria and also plan your new routes in advance.

Apart from analyzing the data for the evaluation of real traffic flows, which are recorded in the form of GPS tracks by using the MELINDA App and also apart from the overarching goal of sustainable mobility and thus a reduction of greenhouse gas emissions, the project pursues following goals:

- Development of a participatory tool between citizens, stakeholders, authorities and municipal
- Creation of a decision-making basis for authorities, municipalities or organizations
- Promoting sustainable behavioral change with the help of behavioral economic measures

Because the analysis of traffic flows can be carried out with the aid of the developed tool on the basis of real recorded traffic data and no longer have to be collected from questionnaires, this leads to a more reliable data base and better analysis results.

Therefor a flexible, modular and easily configurable data collector and info visualizer was created, which allows the developers to filter, evaluate and display the existing anonymized tracks according to various parameters. Relevant parameters for that are e.g. means of transport, periods, geographic regions or user groups.
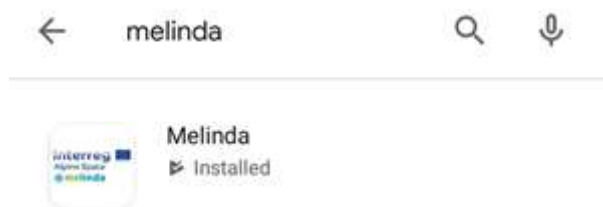
2. Download and installation

The MELINDA App is available for smartphones based on Android and Apple iOS. The app can be easily downloaded in the Google Play Store (Android) and Apple App Store (iOS). Additionally, following QR-Codes lead to particular store to download the app.

Figure 2: App Store and Google Play QR-Codes

To use the MELINDA mobile app, you first have to download it from the Apple App Store (iOS) or Google Play Store (Android).


Figure 3: Searching for "MELINDA" in Google Play Store

1. As depicted in figure 3 open the App Store or the Google Play Store and search for "MELINDA". It should be the first one on the top.

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2. Download and install the MELINDA Mobile App on your device. Once MELINDA Mobile App is downloaded, you can track your routes without internet access. But in case you want to plan routes or evaluate or release your track, you need an access to the internet.

Figure 4: Downloading the MELINDA app in Google Play Store
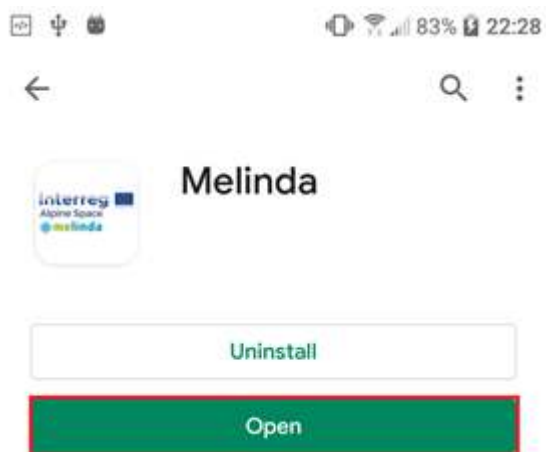
3. Open the MELINDA Mobile App. After successfully installation of the MELINDA Mobile App, you get directed to the log in page

Figure 5: Opening the MELINDA app in App Store

3. Registration and LOG IN

If you already own an account, you just have to enter your e-mail and password and to tap the button "LOG IN". If you don't have an account, tap on the bold sentence "Create account", as depicted in figure 6.

This leads you to the Terms of Use and Data Privacy Statement page. After accepting the data privacy statement, you are directed to the registration page as figure 8 highlights. After you have entered your data your profile gets created.

Furthermore, please open the link you get by e-mail in a web browser to verify your email address.
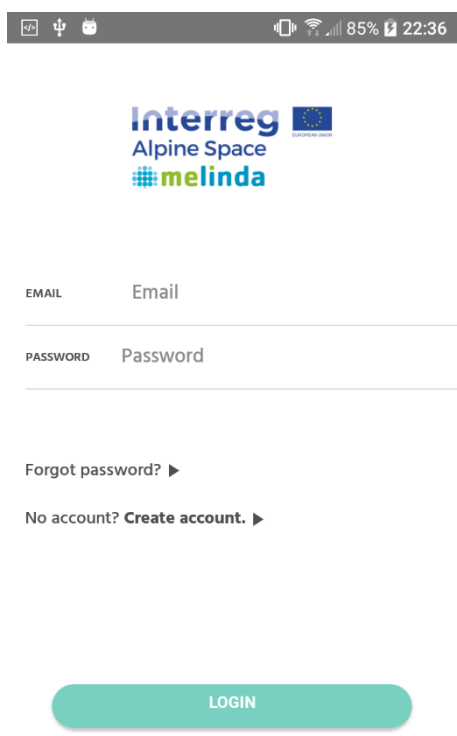
Figure 6: Registration and LOG IN page
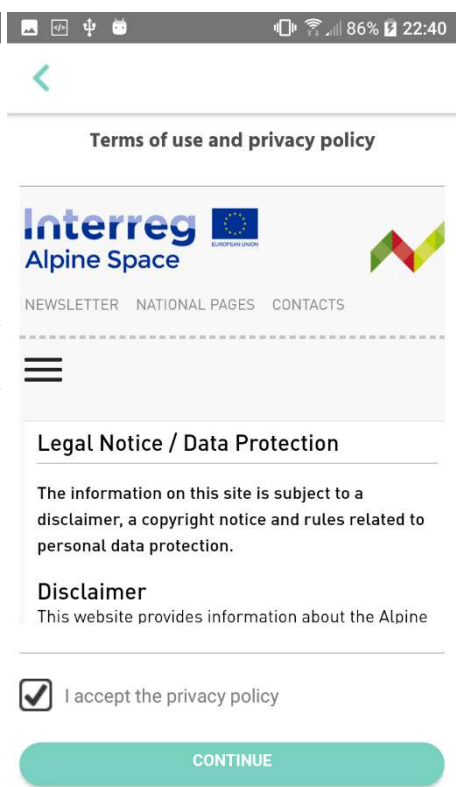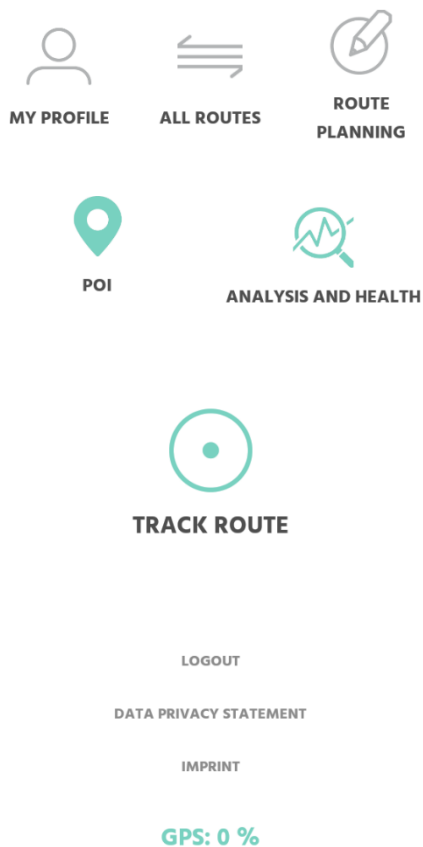

Figure 7: Terms of use and privacy policy
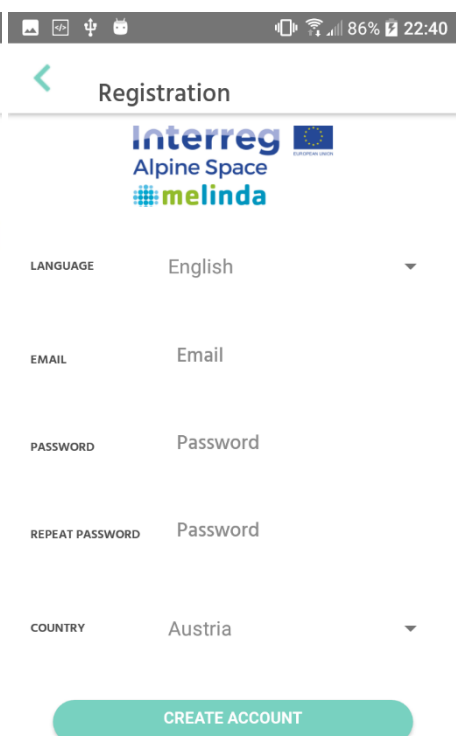
Figure 8: Registration page

4. MELINDA Dashboard

After login, the MELINDA home screen is displayed as shown in figure 9.

You are able to see 8 options on the screen:

1)   My Profile
2)   All Routes, Track Route and GPS
3)   Route Planning
4)   POI (Points of interest)
5)   Analysis and health
6)   Logout
7)   Data Privacy Statement
8)   Imprint
9)   Terms of use

Figure 9: MELINDA Dashboard

4.1 Settings

4.1.1 My Profile

In the profile menu, you can change general information (e.g. the language for the app, the country you live in, …) as shown in figure 10 and optionally put in data for analysis purposes as shown in figure 11. By choosing a user group you can tell the app in which country you are. There can be additional functionality depending on which user group you choose. The 6 main user groups are:

- Melinda-Austria
- Melinda-Italy
- Melinda-Germany
- Melinda-Switzerland
- Melinda-France
- Melinda-Slovenia

Figure 10: Profile page with obligatory data
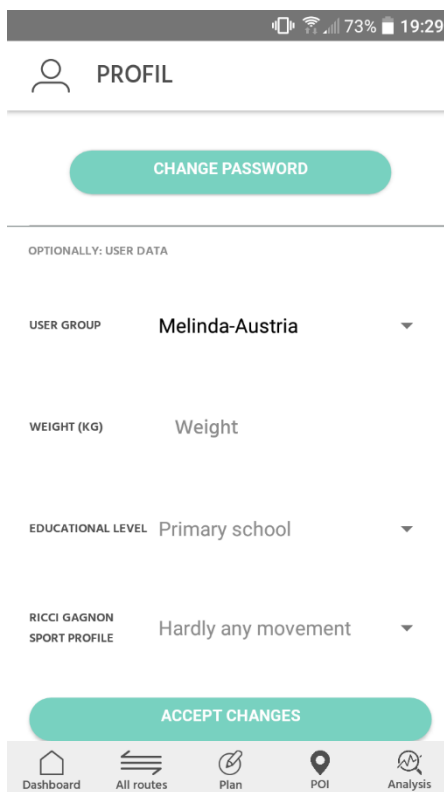
Figure 11: Profile page with optional user data

In addition, you can define targets which you want to reach per day as depicted in figure 12. You can also choose which additional means of transport you have access to, as shown in figure 13.
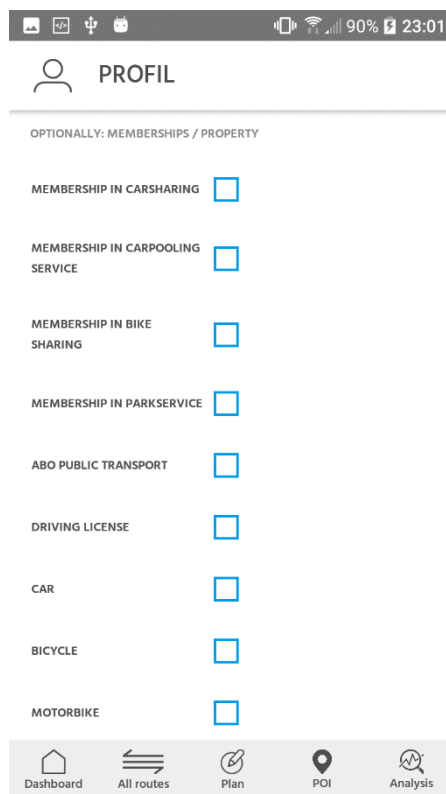

Figure 12: Profile page with optional target options

Figure 13: Profile page with optional data about memberships and properties

TARGET:

You can define target values in kilometers (Figure 12) for different means of transport that you would like to reach every day. You can see if you achieved those goals and received the according award for it in the "Analysis and health" section of the app. If the target values are not set, the awards which can be achieved in the "Analysis and health" section by completing the set goals daily, weekly and monthly and therefore your progress can not be tracked by the MELINDA App.

MEMBERSHIP / PROPERTY:

Data about your memberships and owned means of transport can help to determine better results while searching for alternative routes to a recorded track.

Additionally, you have the opportunity to personalize your profile by defining the importance of four criteria (environment, health, time, cost), choosing available means of transport and setting threshold values (e.g. maximum walking distance, maximum number of switching or maximum waiting time for public transport, etc.) as depicted in figure 14, figure 15 and figure 16.

You can also open the link "See also: A good day has 100 points" written in red to get additional information about CO_2 emission.
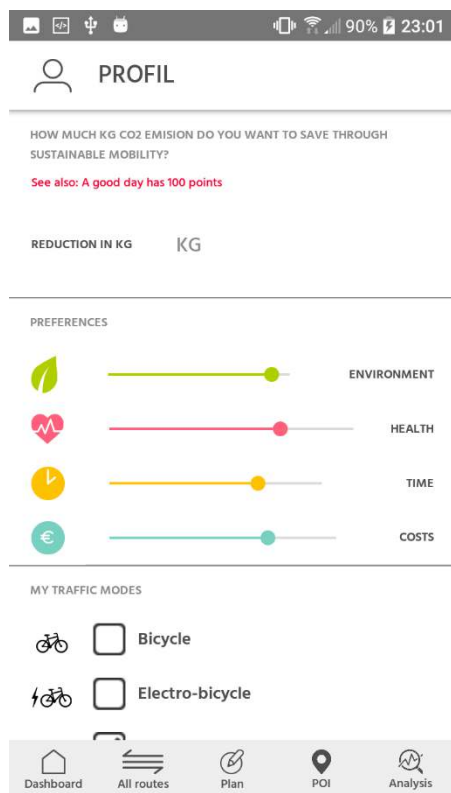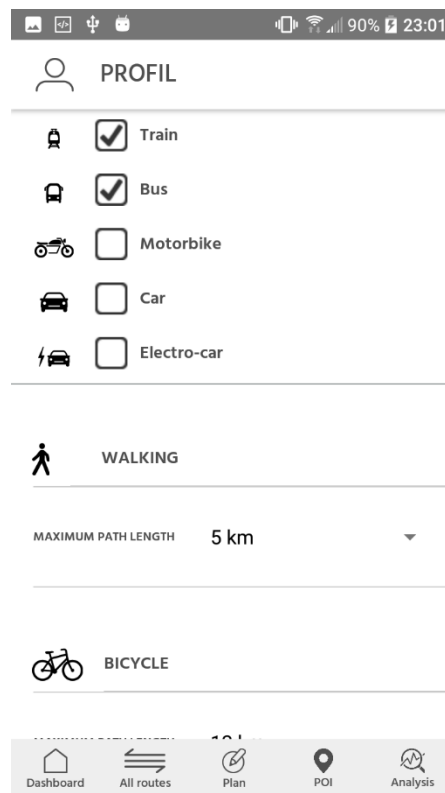

Figure 14: Profile page with criteria

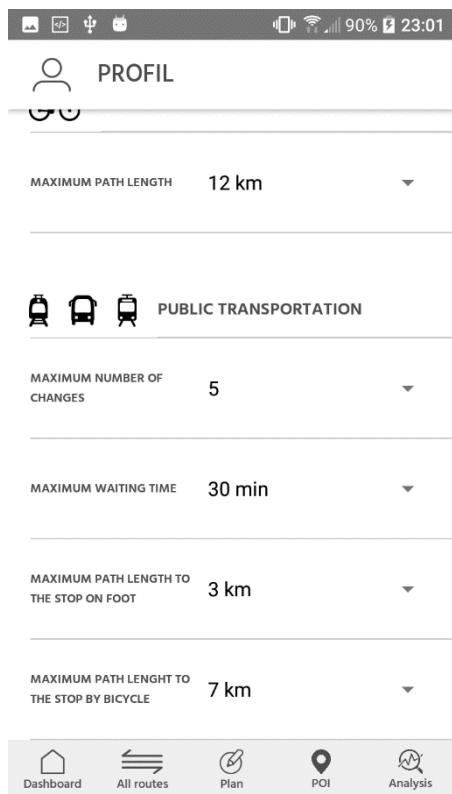Figure 15: Profile page with means of transport

Figure 16: Profile page with thresholds for different transportation modes

CRITERIA / PREFERENCES:

If you drag one of four colored buttons which each belong to criteria environment, health, costs or time to the left or to the right, your will change the importance of the selected criteria as shown in figure 14. The further to the right is the ball and the more colored is the straight line, the more important is the criteria for you. The chosen preferences are important for the path planning functionality of the app and has a huge impact on the order of the proposed routes.

MEANS OF TRANSPORT:

By tapping with your finger on the small box next to listing of all means of transport, you can put or remove checkmarks on the means of transport you use as shown in figure 15. Your selection has consequences on the planning of the routes. By removing checkmarks, no routes with this particular mean of transport are then proposed.

THRESHOLD VALUES:

If you want to change the stated value, tap with your finger on the value (e.g. 5 km) and choose another as depicted in figure 16. By setting threshold values, the routes are then adapted to your specification e.g. routes with maximum path length of 5 km or maximum of 5 transfers by public transport.

4.2 Functionality

The following section describes all the different functionalities of the MELINDA App. This functionality includes the planning of routes with regard to the set parameters and thresholds described in the previous section, the tracking and uploading of your own routes as well as releasing the analyzed routes and finding possible alternative routes to your tracked routes in regards to the set parameters and thresholds.

4.2.1 Plan Route

You can enter any start and destination locations for the planning of your routes.

The app will suggest locations to help with the input.

Based on your individual preferences in health, environment, time and cost set in your profile, the app computes the most appropriate routes for you.

By clicking on one of the suggested routes, the app displays more details about the chosen route as shown in figure 18. For public transport you can view additional details by clicking the red word "Details".

This will show some additional information and a link ("Homepage of the supplier") which will lead to the homepage for the public transport as depicted in figure 19.
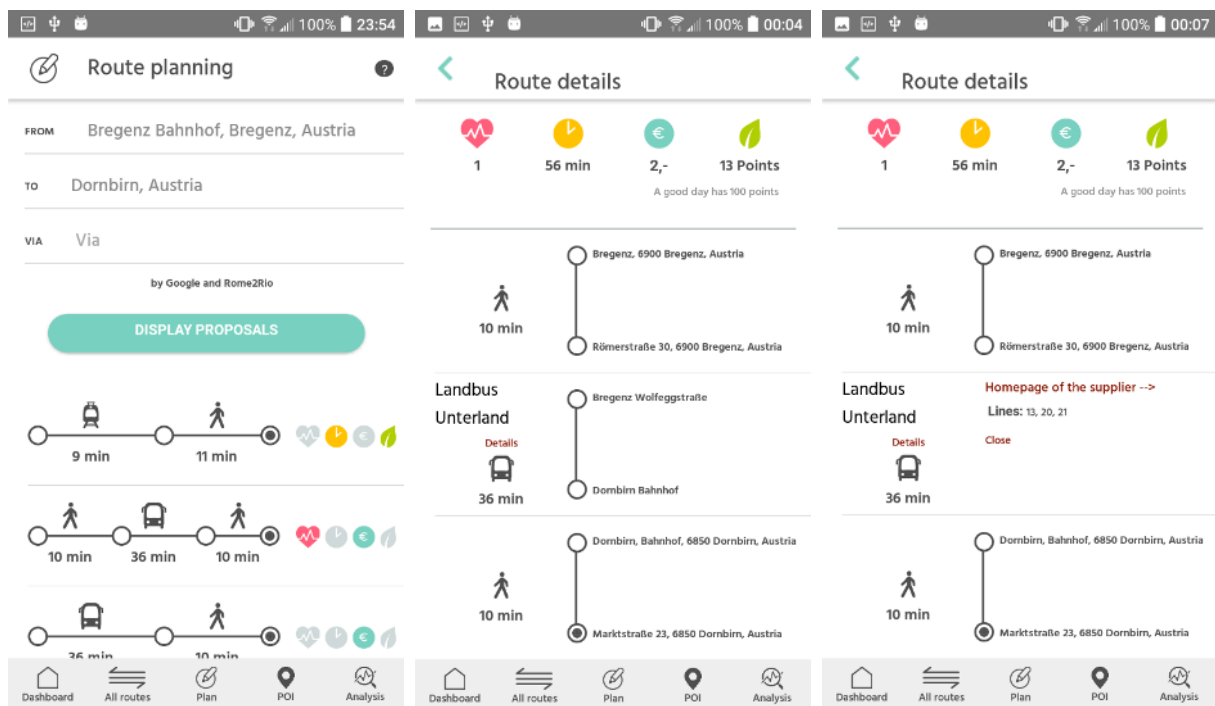

Figure 17: Planning Routes

Figure 18: Route details

Figure 19: Route details (public transport)
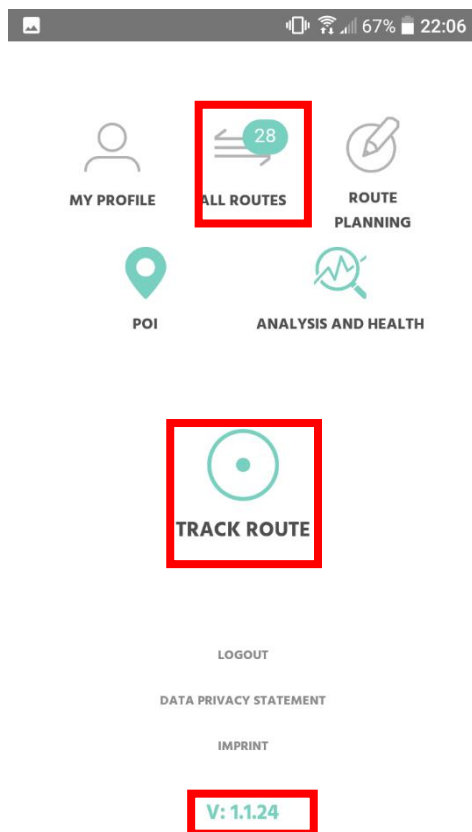
4.2.2 All Routes

Figure 20: Symbols at the dashboard to track your route

Tap the button "Track Route" placed at the dashboard and the app is then able to record where you are going and which means of transport you are using. After tapping the button "Finish recording" which will show up in place of the "Track Route" button, your route can be evaluated and released. In order for the recording of a track to work, your phones GPS has to be enabled. After you finished your recording, your tracked route will show up in the "All Routes" section of the app, which you can access by tapping the "All Routes" button.

The number at the top right of the button "All Routes" at the dashboard shows the number of your currently saved routes.

Right at the bottom of the dashboard you can see the current version of the MELINDA App you have installed.

If you want to see more information about your activities, tap on the button "All Routes". Your routes may be divided into 3 blocks: data for evaluation, data for release and released & evaluated data.
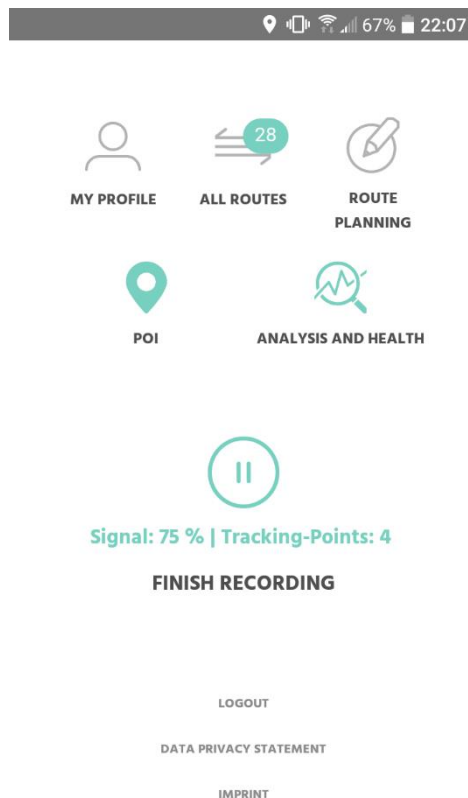
If you start tracking your current route, the "Track Route" button changes into the "Finish Recording" button. Additionally, you can see the strength of your GPS signal and the amount of points on your current route that are already recorded below the icon as shown in figure 21.

In order to stop the recording of the current track, you need to tap the Pause-Icon that replaced the "Track Route" button when the tracking was started, otherwise the MELINDA App will keep recording your GPS coordinates.

Figure 21: Symbols at the dashboard while tracking your route

The green button in the top right corner allows you to synchronize your routes. After tapping this button, all unreleased local changes are lost.

All routes in the **first block** need to be evaluated. So, you just have to click on "evaluate", then on "OK" in the dialog box and to wait for the selected path to be displayed in the second block.

All routes in the **second block** are already evaluated, but need to be released. You can see even more details about your route by tapping on it. Such information as the name of your route, date, the mean of transport, duration of the activity is shown. All of those information can be manually changed to correct possible inaccurate data proposed by the app.
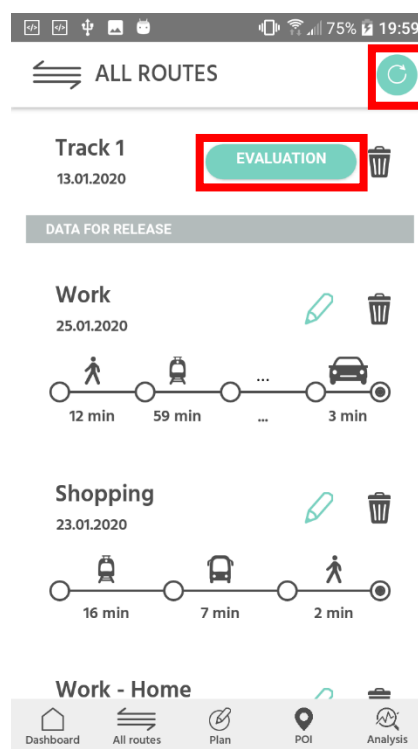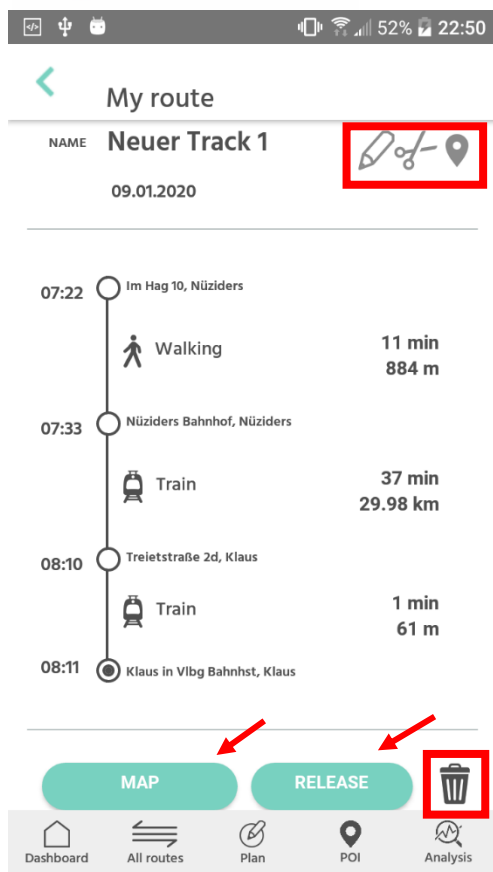

Figure 22: Page with all routes

Figure 23: Evaluated route

After tap of a route in this section you get the overview of this route inclusive all used means of transport. At this stage, your route can get modified.

By tapping on the *waste paper bin* and then on "OK", you delete the route.

By tapping on the *pencil* right to the name of your route, you can rename your route by clicking on the name you want to rename or even choose another mean of transport by tapping on the green box. This is useful in case if the app recognized used means of transport differently e.g. motorcycle and not car.

You split your track by tapping on the *scissors*, then on the green box from where you want to cut your way and then on "YES".

By tapping on the *shelf mark*, on the green box and then on "YES", you set intermediate destination. The dot on the left near to the address should then turn from white to green.

Your selected route is also shown in the map at the end of the listing of used means of transport. You also have the opportunity to watch the graphic presentation of the route closely by tapping on "map", Different means of transport are shown in different colors and the pins point out the immobility.

After making all changes, click the icon (pencil, scissors, shelf mark) again to save all changes.

If you want to know the result of your day you have to click on "release". After a dialog box pops up. Here you can choose the reason of your route and again to click on "release", as figure 24 highlights.
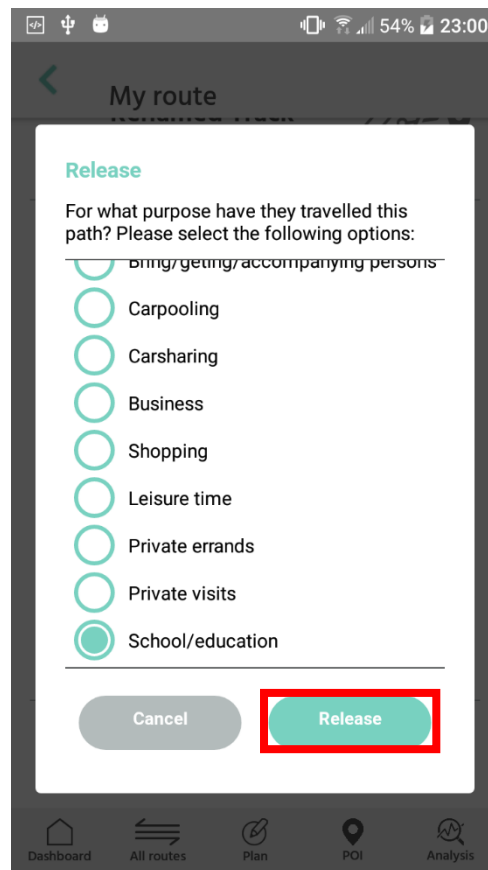

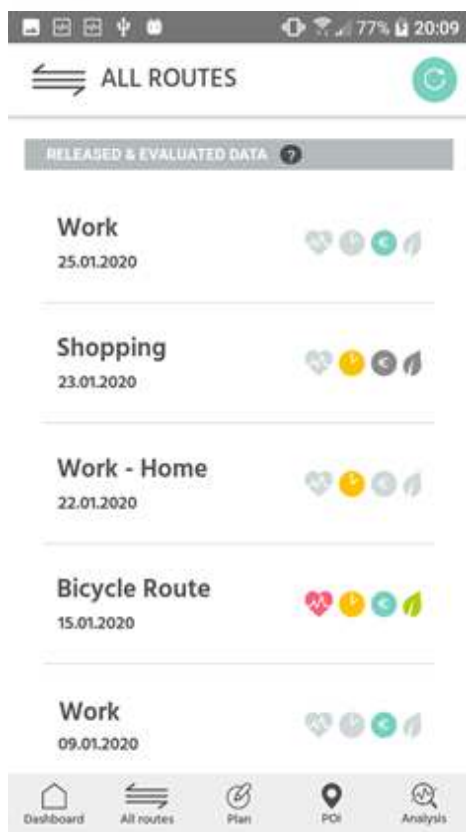Figure 24: Choosing the reason of your way
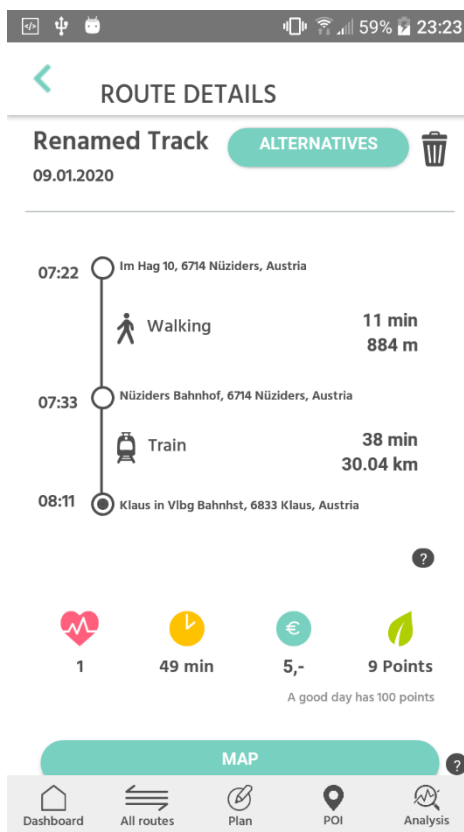
Figure 25: Released and evaluated data

Figure 26: Details to released and evaluated data

All routes in the **third block** are released and evaluated. Here you get a summary about your route according to how environmentally friendly, healthy, cheap and fast your route is, in the context with your preferences (see details on the page "my profile") and compared to the possible alternatives as depicted in the figure 25 and 26.

Tapping on the button "Alternatives" (shown in figure 26) leads to the route planning section in which the start and destination locations are already filled to recreate the same route you already record. The route planning will show alternative routes you could use to travel from the starting location to the destination sorted by the set preferences in the profile page. This can help to find alternative means of transport to reduce the CO_2 emission on frequently used routes.

The recorded paths can be explicitly released for evaluations by regions or municipalities which are involved in the project. In the process, route data is anonymized and helps to analyze real traffic flows and to improve the traffic infrastructure.

Sent data supports to

- Design service (innovation)
- Create new infrastructure
- Mobility services

4.2.3 Symbol meanings

As you can see on your screen there are four symbols next to your routs when your data is released and evaluated. These symbols have following meanings:

10	5h 27min	4,-	0 Points
The heart represents your health and how much you did in a day for it. The higher the value, the more you contribute to your health.	The clock shows you approximate time you needed for your route.	This symbol shows the costs of the route you take. The app calculates average costs. Thus, the cost can deviate from the actually price.	A green leaf stands for the environment. The fewer points this symbol shows the better for the environment. By tapping on the sentence "a good day has 100 points" you are guided to the homepage of the project of "Ein guter Tag hat 100 Punkte" where you can see more information about the point system. This system was developed so that you do not exceed the maximum amount of CO_2 emissions per day and thus keep our world and our climate in balance. There you can look for products, activities or other things of daily life and look up how much of your 100 point budget your consume per day.

4.3 Point of Interest (POI)
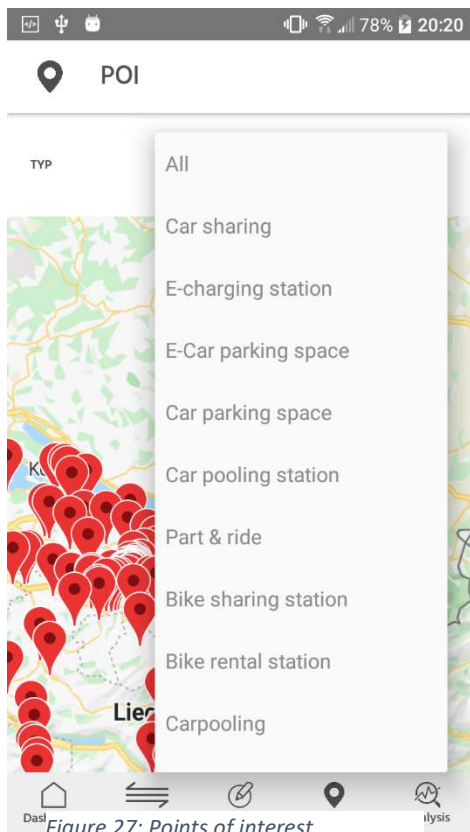
Figure 27: Points of interest

In the "Points of Interest" (POI) section of the app, you can find useful points in your area as shown in Figure 27. Examples for points of interest would be E-charging stations for electronic vehicles or bike rental stations. This can be used to help planning a route.

If you pick one of the given options, the shown points on the map are filtered to only show the points you are interested in.

If you tap on one of the points, you can see more information about the chosen point as depicted in figure 28.

By tapping on the red colored text in the small box that appears a more detailed map showing the point of interest and it's surroundings as shown in figure 29.
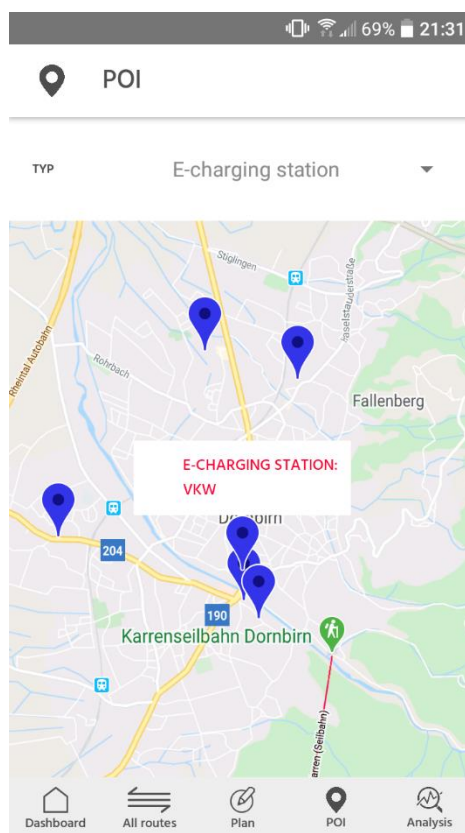
Figure 28: Selected point of interest

The detailed view of a chosen point of interest shows the exact location and the exact coordinates of the chosen point. Additionally, if you tap on the "Directions" button, the app opens the route planning section, with the destination field prefilled with the chosen point of interest, as shown in figure 30.
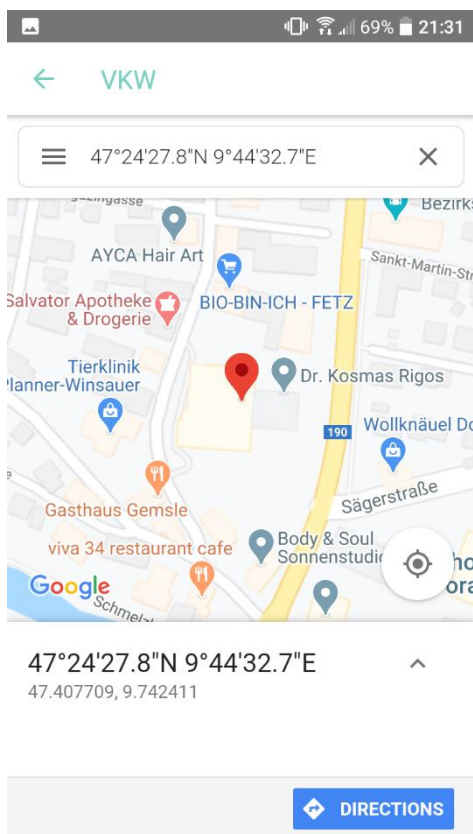
Figure 29: Detailed view of point of interest
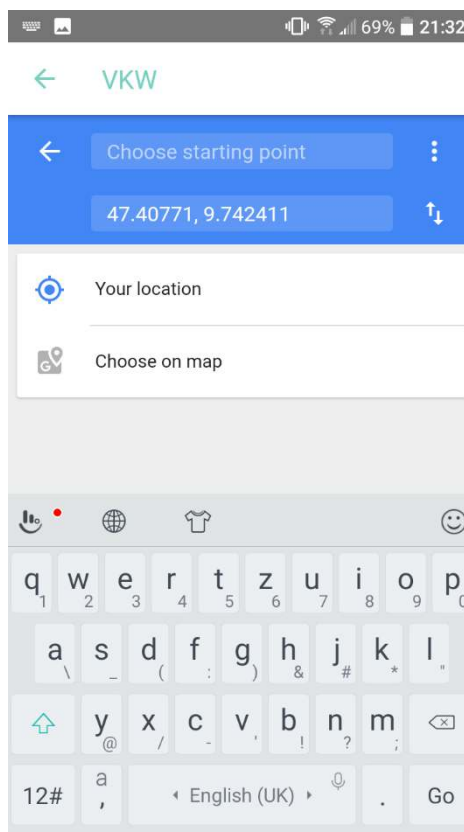
Figure 30: Route planning with point of interest

4.4 Analysis and Health

In the "Analysis and Health" section of the app, you can see assembled data about your recorded routes. If you have set any goals in your profile you can see if you have met them in this section as well.

Additionally, you can see information about the impact of your recorded routes for your health and your CO2 Balance.

The CO2 Balance is split into the "Daily" section, in which you can see your CO2 Balance for the day, and the "Total" section, in which you can see your accumulated CO2 Balance since you have started to use the MELINDA Mobile App.

Figure 31: Analysis and health – reached goals
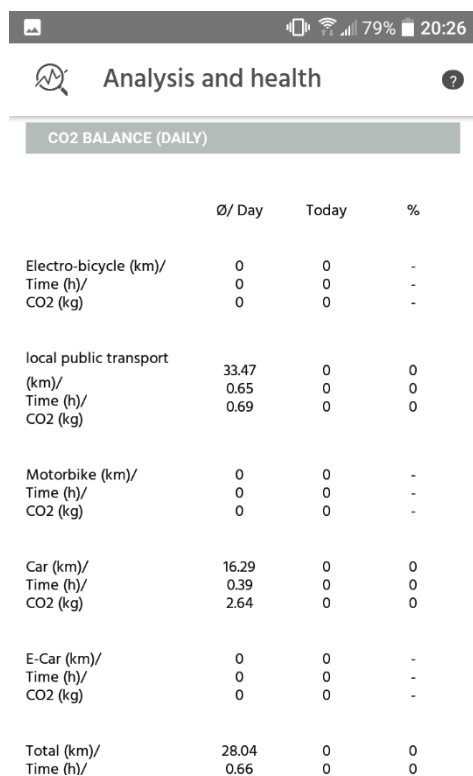
Figure 32: Analysis and health – CO2 Balance (Daily)
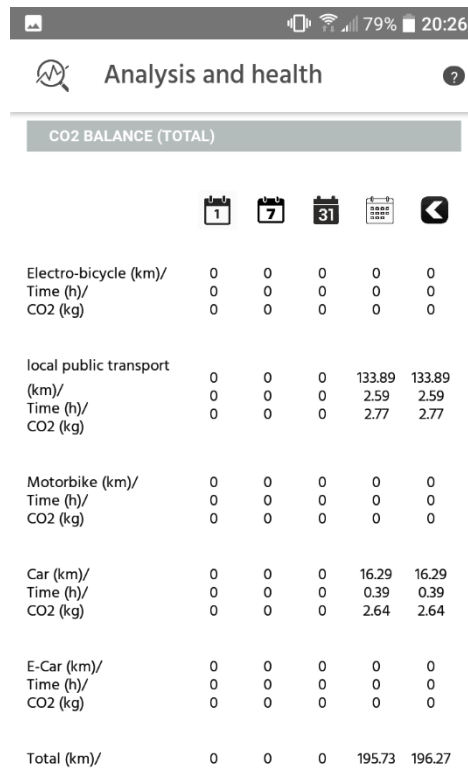
Figure 33: Analysis and health – CO2 Balance (Total)

4.5 Logout

To logout click on the button *LOGOUT* down in the middle of the dashboard.
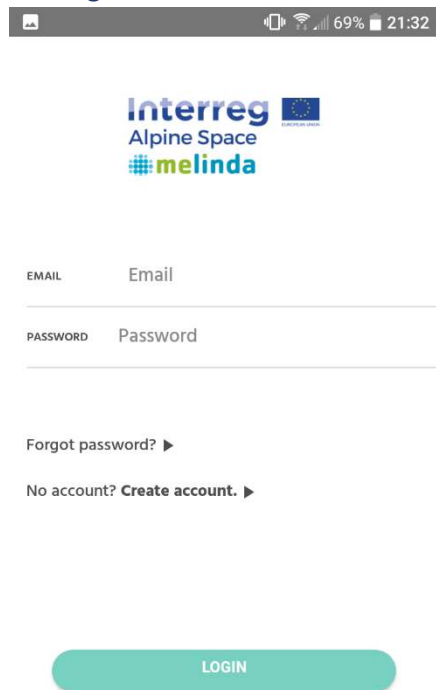
4.6 Login

To log in to the MELINDA App, you need to fill in your accouont information on the login page as shown in figure 34.

Fill in the E-Mail address you used to create an account into the E-Mail field and your chosen password into the password field and tap on the "Login" button.

If you forgot your password you can tap on "Forgot password?". This way, you will receive an E-Mail to reset the password of the associated account to the E-Mail address.

If you do not have an account for the MELINDA App, you can create an account by tapping on "Create account" and following the instructions in section 3 of this document.

Figure 34: Login

4.7 Data Privatcy Statement

There are Data Privatcy Statements to cope with the growing world responsibilities incumbent on Europe. That is why it is requested to accept this statement.

If there is a question or you just want to read it again there is the option on the dashboard to see the data privatcy statement again. In cases of problems, questions or missing information contact details are displayed at the bottom of this page.

4.8 Forgot Password

If you cannot remember the password, click on the sentence "*Forgot password?*". You are asked to insert your email address. After that you will receive an email where you are able to change your password.

4.9 Imprint

There is also the button *Imprint* down in the middle of the dashboard where you can see who the publisher and editor ships are. These are also people you can contact if you have a problem, a question or a suggestion to make the app better.

The Melinda App is published by the consortium of the Interreg Alpines Space project Melinda (https://www.alpine-space.eu/projects/melinda/en/home). The project partners operate within the framework of a joint controller agreement in accordance with GDPR Article 26.

Project Partners:

- **Insiel S.p.A.**, Via San Francesco d'Assisi 43, 34133 Trieste, Italy; Contact
- **University of Milano-Bicocca,** Piazza dell'Ateneo Nuovo 1, 20126 Milano, Italy;
- **Inter-municipalities Territorial Union de Noncello,** Corso Vittorio Emanuele II 64, 33170, Pordenone, Italy; PILOT PARTNER
- **e-Zavod,** Čučkova 5, 2250 Ptuj, Slovenia;
- **Municipality of Maribor,** Ulica heroja Staneta 1, 2000 Maribor, Slovenia; PILOT PARTNER
- **University of Maribor,** Slomškov trg 15, 2000 Maribor, Slovenia;
- **B.A.U.M. Consult GmbH München,** Gotzinger Str 48/50, D-81371 München, Germany; Impressum
- **Auvergne Rhône-Alpes Energy Environment Agency,** rue Gabriel Perì 18, 69100 Villeurbanne, France; PILOT PARTNER
- **Lucerne University of Applied Sciences and Arts,** Rosslimatte 48, 6002 Luzern, Switzerland; PILOT PARTNER Impressum
- **Vorarlberg University of Applied Sciences,** Hochschulstraße 1, 6850 Dornbirn, Austria; PILOT PARTNER Impressum
- **AustriaTech Ltd. – Federal Agency for Technological Measures,** Raimundgasse 1/6, 1020 Wien, Austria; Impressum
- **Energy Agency Ebersberg-München gGmbH,** Eichthalstraße 10, D-85560 Ebersberg, Germany. PILOT PARTNER Impressum

Server-Host:

- **Domain Factory GmbH,** Oskar-Messter-Str. 33, 85737 Ismaning, Germany Impressum

API use:

- **Rome2Rio,** Rome2rio B.V. ,Singel 542, 1017AZ Amsterdam, Netherlands Contakt
- **Google Maps,** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland Impressum

4.9 Terms of Use

Please read these Terms of Use carefully before using the MELINDA mobile application operated by MELINDA (Mobility Ecosystem for Low-carbon and INnovative moDal shift in the Alps) project co-financed by the European Regional Development Fund through the Interreg Alpine Space programme and runs from April 2018 until April 2021. The project is coordinated by Insiel S.p.A., registered at Via San Francesco d'Assisi 43, 34133 Trieste, Italy. Other partners are; e-Zavod, Slovenia; Municipality of Maribor, Slovenia; University of Maribor, Slovenia; B.A.U.M. Consult GmbH München, Germany; Auvergne Rhône-Alpes Energy Environment Agency, France; Lucerne University of Applied Sciences and Arts, Switzerland; Vorarlberg University of Applied Sciences, Austria; University of Milano-Bicocca, Italy; AustriaTech Ltd. – Federal Agency for Technological Measures, Austria; Inter-municipalities Territorial Union del Noncello, Italy; Energy Agency Ebersberg-München gGmbH, Germany.

Your access to and use of the MELINDA mobile application is conditioned on your acceptance of and compliance with these Terms.

These Terms apply to all users and others who access or use the mobile application.

By accessing or using the mobile application you agree to be bound by these Terms.

If you disagree with any part of the terms then you may not access to the mobile application-

We may terminate or suspend access to our Service immediately, without prior notice or liability, for any reason whatsoever, including without limitation if you breach the Terms.

The project's main objective:
MELINDA addresses the challenges of low-carbon and sustainable urban, suburban and transnational mobility by analysing user demands and communication tools to improve citizen awareness of sustainable mobility services. The project's general objective is to support policy makers and local authorities in providing sustainable mobility options and thereby reducing emissions, improving air quality, promoting territorial development and contributing to EU and local strategies.
To better understand the motivation behind mobility choices and behavioural change, the mobility behaviour and mobility patterns will be surveyed by means of this mobile app in some pilot sites located in the following countries: France, Italy, Switzerland, Austria, Germany and Slovenia.

Registration
To use the app, a user registration is required. This entails consenting to the terms of use and the data privacy declaration, otherwise the app's functions cannot be used. Additionally, the registration requires the entry of the e-mail address, password, gender, age and country. Subsequently, the e-mail address needs to be verified and will be used to issue a new password in case of forgotten passwords. Additionally the app user can enter the following profile data voluntarily: user group (the belonging pilot area), level of education, occupation, ownership of licenses/ vehicles/ public transport pass, membership of mobility services, mobility preferences.

Use of the data:
The user data collected and stored will be used, for research objectives, for the following applications:
- Route optimization, according to the user's preferences
- Detection of transport mode used
- Analysis of correlations between mobility choices and user's preferences and user's characteristics

- Improving transport planning of the next years, by providing indicators and evidence coming from the elaboration of the anonymised collected data in form of public and open data. From users that assigned themselves to a user group in the section "profile", only the number of trips will be shared, not all the trip data.

This shall help identify the facts and figures and their optimal visualisation that have the most impact on people's mobility choice. Furthermore, the correlation between sociodemographic characteristics of people and their use of sustainable mobility choices shall be explored. Data collection will be carried out throughout the year 2020.

Legal notice and Data Privacy

The data collected in each country have the related **Data Controllers**, responsible, exclusively, for the data collected in corresponding pilot area:

- French pilot: **Auvergne Rhône-Alpes Energy Environment Agency**, registered at rue Gabriel Perì 18, 69100 Villeurbanne, France;
- Italian pilot: **Comune di Pordenone**, registered at Corso Vittorio Emanuele II, 64 - 33170 - Pordenone (PN), Italy
- Swiss pilot: **Lucerne University of Applied Sciences and Arts**, registered at Rosslimatte 48, 6002 Luzern, Switzerland
- Austria pilot: **Vorarlberg University of Applied Sciences**, registered at Hochschulstraße 1, 6850 Dornbirn, Austria
- German pilot: **Energy Agency Ebersberg-München gGmbH**, registered at Eichthalstraße 10, D-85560 Ebersberg, Germany
- Slovenian pilot: **Municipality of Maribor**, registered at Ulica heroja Staneta 1, 2000 Maribor, Slovenia and **University of Maribor**, registered at Slomskov trg 15, 2000 Maribor, Slovenia.

The above listed project partners take the protection of the user's personal information very seriously and adhere strictly to the rules set out by data protection legislation. The following statement provides an overview of how the protection is ensured and explains which types of data will be collected for which purposes, how the data are handled to protect the user rights – information according to Articles 13, 14 and 21 of the General Data Protection Regulation (GDPR).

The Data Controllers appointed as Data Processors:

- **Domain Factory GmbH,** registered at Oskar-Messter-Str 33, 85737 Ismaning, Germany
- **Insiel S.p.A.**, registered at Via San Francesco d'Assisi 43, 34133 Trieste, Italy

The user data entered will be stored at the provider's databank, located inside the EU, and will be used and processed exclusively internally. The legal basis for the processing of user data within this app is the contractual agreement and respectively the user's consent as per Art. 6 Para. 1 letter a and b GDPR. With this registration the user consents to the terms of use and the data privacy agreement of this app. The consent can be revoked at any time, but consequently, the app's functions can no longer be used.

It is a prerequisite to be at least 16 years of age to register for the app and use it.

The user data entered will be stored at the app provider's databank of Domain Factory GmbH having its registered office at Oskar-Messter-Str 33, 85737 Ismaning, Germany. These data, except the email

address will be transferred to the datalab of Insiel S.p.A. registered at Via San Francesco d'Assisi 43, 34133 Trieste.

Sharing data with third parties
The app enables the tracking of GPS-data of the trips' origin and destination. This data is stored at the provider's system. The storage duration of the data is limited until December 31st 2021 or until the user revokes his or her consent.

The app's objective is to investigate the impacting factors on individual mobility choices in order to have evidence on how to improve the daily routine traffic in the pilot area. For this purpose, the data will be shared between the MELINDA project partners and stored at a central DATALAB, hosted in Insiel S.p.A. registered at Via San Francesco d'Assisi 43, 34133 Trieste, Italy.

Data will be shared with selected personal of the project partner, with the scope to analyse and observe the mobility behaviour. The data shared will only include anonymized data; the respondents e-mail address will not be shared.

The user consents to being contacted by the pilot specific project partner via e-mail. By this means, users that participate in the project can be awarded with small gifts and be invited to participate in local project related events via their e-mail address. It is advised to register with an e-mail address without any personal reference. The e-mail address will not be linked to any other recorded data.

To improve transport planning and to carry out research, the routes stored will be anonymized (i.e. it is not possible to match a user to a specific route). Apart from the afore-mentioned data sharing, no personal data will be passed on to third parties.

Use of Google Maps interface
This app uses Google Places and Google Geocoding from the Google Maps interface. By using this app and consenting to the data privacy agreement, the user is bound to the terms of use of Google.

By using this app, the user consents to the processing of the data collected by Google Places and Google Geocoding from the Google Maps interface. For further information please visit: https://www.google.de/intl/de/policies/privacy/.

Use of Rome2Rio interface
The app uses Rome2Rio from Rome2rio Pty. Ltd. for route calculations and trip planning. For further information on their privacy policy please visit: https://www.rome2rio.com/privacy-policy/.

Liability
Despite working with great diligence, the correctness, accuracy, reliability and completeness of the information is not warranted. Liability claims against MELINDA project partners arising out of material or immaterial damages from the use or misuse of the app (including third parties) as well as technical malfunctions are excluded, provided that no malice or gross negligence occurred. However, this does not apply to the liability for the injury to persons.

Personal rights affected according to GDPR
The app's use is always voluntary and the user has the right to withdraw his/her consent and participation at any time according to GDPR Article 6(1) without any consequences. The app's user is entitled to disclosure, rectification, deletion, restriction, transfer and revocation of the user's data. For this, **melindaproject@insiel.it** shall be contacted.

If a user suspects that the data processing is in violation of the data protection law or violates data protection rights in any other aspect, the user can file a complaint with the national data protection authority. The data processor Domain Factory GmbH shall be contacted under: **support@df.eu** and the data processor Insiel S.p.A. shall be contacted under e-mail: **info@insiel.it** and **protocollo@pec.insiel.it**

Data Breach

In case of a data breach, the risks of the security incident to the user's rights and freedoms will be evaluated and assessed. Any security incidents that may cause a high risk to the user's rights and freedoms will be reported to the Data Protection Officer. He will undertake all steps necessary to minimise negative consequences. The user will promptly receive a notification by email about the nature of the data breach, the information lost and the actions taken.

The terms of use and data privacy declaration establish the contractual agreement between users of the app and the app's provider (legal basis: user consent: Article 6 Paragraph 1 Letter f GDPR).
The correct and careful handling of your data is of great importance to us. Therefore, we comply with national and European data privacy regulations.

More info:
MELINDA (Mobility Ecosystem for Low-carbon and INnovative moDal shift in the Alps) project
https://www.alpine-space.eu/projects/melinda/en/home
email: melindaproject@insiel.it

Melinda Data Processor
Insiel S.p.A
Via San Francesco d'Assisi 43, 34100 Trieste, Italy
Email: info@insiel.it
PEC protocollo@pec.insiel.it

Melinda Mobile Application Data Processor:
Domain Factory GmbH
Oskar-Messter-Str 33, 85737 Ismaning, Germany.
e-mail: support@df.eu

5.City Finder - COVID19 extension

In addition to the planned participative tools, above described, Melinda project provides a tool for the understanding of the impact of COVID19 Pandemic on people's attitudes regarding mobility and their preferencies. It is the Melinda City Finder, an interactive webapp aiming both at collecting data and in deliverying knowledge about covid19 related mobility solutions in Europe.
The tool guides users in a series of hypotetical daily scenes about which they must choose how to behave: scenes are related to goods purchase, leisure acitvities, safety on PT, responsibility in mobility management, sustainable mobility behaviours incentives.

The webapp will identify the idealtypical city most suitable to the users according to their answers, and will introduce them Eltis' website in order to deliver and let users know what are the other mobility solutions developed in the various EU countries in the last year to face COVID19 pandemic.