

DEMO	COMPETITION
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MUV

By Domenico Schillaci, Salvatore Di Dio, Roberto
Filippi, Francesco Massa, Angelo Sanfilippo, Pasquale Sacco, +39 3332 986 698,
info@mu2020.eu

PUSH

- Keywords:** Urban mobility, sports game, sustainable habits, behavioural change
- Application field:** Sustainable mobility and active lifestyle
- Learning goals:**
How to engage citizens to play the game and adopt more sustainable behaviours.
How the MUV solution can be applied effectively in different urban contexts.
How the data gathered can be analysed and presented to help policy makers in the local planning processes.
- Target group:** Urban neighbourhoods inside European cities.
- Platform:** Mobile app available for both iOS and Android devices.
- Game Description:** MUV – Mobility Urban Values – levers behavioural change in local communities using an innovative approach to improve urban mobility: changing citizens’ habits through a game that mixes digital and physical experiences. Rather than focus on costly and rapidly ageing urban infrastructures, MUV promotes a shift towards more sustainable and healthy mobility choices by engaging in a positive way local communities, local businesses, policymakers and Open Data enthusiasts. By using MUV citizens will develop more healthy and environmentally friendly mobility habits, you’ll add new values in your relationship with small local shops and you’ll help policy-makers in improving sustainable urban policies. Mobility and environmental data gathered via the mobile app and the monitoring stations will allow policymakers to enhance planning processes and civic hackers to build new services able to improve cities’ quality of life in a more effective way.

