



# SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

## Accelerating Green & Inclusive Mobility Change in European Cities



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## The Project

**SCALE-UP** is a 48-month **EU-funded Innovation Action**. It explores how **28 mobility measures** can improve the connectivity & climate resilience of ever more complex multimodal transport systems. **Antwerp** (Belgium), **Madrid** (Spain) and **Turku** (Finland) are the **SCALE-UP** urban nodes.

## 6 Ambitious Objectives

1. Improve multi-level governance and cooperation;
2. Develop well (inter-) connected & multimodal nodes;
3. Develop data-driven mobility strategies & tools;
4. Provide access to clean, safe & inclusive mobility solutions;
5. Nudge travel behaviour (towards inclusive, clean, active & healthy modes of transport);
6. Accelerate take-up of innovative solutions & strategies.

## Why?

Urban mobility innovations available today have a limited scale because they fail to combine a vertical (governance) axis with a horizontal (dimensional) axis. This lack of coordination between commercial & public operators prevents further upscaling and improvement of services.





## How?

**SCALE-UP** develops, tests and evaluates **28 innovative urban mobility measures**, which are easily **scalable and resilient for a greener future**. These measures link commercial operators and stakeholders with governmental ones, as well as policy makers and transport planners. The different geographic locations and demography of the **SCALE-UP** urban nodes ensures good replicability in other cities and countries.

## Targets

1. Improved cooperative governance, financial & innovation partnerships;
2. Increase of sustainable transport modes, quality of multimodal hubs, system efficiency and accessibility;
3. Implementation of data-driven policy tools & public-private cooperation ecosystems;
4. Reduce noise & air pollution, increase traffic safety;
5. Increase of walking, cycling, public transport, shared mobility & decrease in car trips and -ownership;
6. Large-scale take-up of innovative solutions through follow-up actions & increased TEN-T network awareness.





# Get to know us!

## SCALE-UP Consortium



[www.scale-up-project.eu](http://www.scale-up-project.eu)

