



## DATA-DRIVEN & USER-CENTRIC MOBILITY FOR AIR QUALITY IMPROVEMENT IN THESSALONIKI

### MAIN OUTCOME

The project's main outcome is an AI behavioral understanding mobile application.

Pollution concentrations and traffic profiles will be compared and correlated, and specific thresholds will be extracted for triggering of potential measures, which will be promoted to and evaluated by the public through an AI-powered behavioral understanding mobile app, which has a two-fold objective:



#### **AWARENESS – RAISE AWARENESS** (DIGITAL CAMPAIGNING)

Raise awareness among citizens to promote sustainable mobility choices.



#### **OPTIMIZATION**

Optimize the adoptability of measures, promoting greener travel habits, by appraise their attractiveness through a pilot user pool.



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from the ICLEI Action Fund

[action-fund.iclei-europe.org](http://action-fund.iclei-europe.org)

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ICLEI – Local Governments for  
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from Google.org.*



## CLIMATE JUSTICE

MOBILAIR focuses on climate justice in the city of Thessaloniki and considers Air Quality Management and Sustainable Urban Mobility.



## EVALUATION

MOBILAIR evaluates potential user-centric, data-driven Air Quality management measures, aiming to influence travelers' behavior towards environmentally friendly Urban Mobility choices.



## COOPERATION

Cooperation with Google – Use of Environmental Insights (EIE by Google)



## PARTNERSHIP

Lead Organisation



**CERTH**  
CENTRE  
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& TECHNOLOGY  
HELLAS



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Contact details



Mobilair Project



[mobilair.gr](http://mobilair.gr)