

C4Rs

Crowd4Roads

Crowd4Roads (C4Rs) project (7 partners, 3 years, €1.5 million) has Kicked-Off.

Date: April 6, 2016

On 3rd - 4th February, Regione Marche hosted the Crowd4Roads project kick off meeting in Ancona, Italy. 20 attendees representing seven partners from four different countries came together for the first time to define a shared vision for the project over the next three years. The project is coordinated by University of Urbino and co-funded by the EU Horizon 2020 research and innovation programme under grant agreement No 687959.



C4Rs project partners

Crowd4Roads stands for Crowd Sensing and Ride Sharing for Road Sustainability. The goal is to engage end-users, i.e. car drivers and passengers, in making road transport more sustainable by exploiting two emerging grassroots initiatives that have proven effective: BlaBlaCar, a trip sharing initiative that increases car occupancy rate, and SmartRoadSense, a crowd sensing system that exploits smartphones to collect accurate data on road conditions.

BlaBlaCar ([HTTP://BLABLACAR.COM/](http://blablacar.com/)) is a trusted ridesharing platform creating a match between passengers who need to travel and drivers with empty seats in their cars. Passengers who take a ride share with the driver the agreed contribution to the travel expenses. BlaBlaCar is the largest trip sharing community worldwide, with more than 25.000.000 members in 22 countries.

SmartRoadSense ([HTTP://SMARTROADSENSE.IT/](http://SMARTROADSENSE.IT/)) is an innovative crowd sensing system, which makes use of the accelerometers of car-mounted smartphones to estimate the roughness of the road surface. Roughness estimates are then collected by a server, aggregated, reported on a map, and released as open data. SmartRoadSense has been developed by the University of Urbino and by NeuNet cultural association in the last three years and it has been released in Italy on February 21, 2015. In the first month of activity the surface roughness has been automatically monitored on about 10,000 Km of roads, corresponding to more than 1% of the total Italian road network.

The combination of the BlaBlaCar and SmartRoadSense initiatives into the Crowd4Roads platform is expected to trigger a network effect that adds to the popularity and speeds up the adoption rate of both of them. The solution will also adopt a gamified design to enhance user experience and Marche Region will host the solution into its cloud datacenter, to provide scalability even for broader exploitation scenarios.

Collectively, these initiatives are expected to provide a direct benefit both by inducing more sustainable and greener car usage patterns and by raising end-users' awareness on the conditions of the roads they travel. Moreover, they will harness collective intelligence to provide open data on the road conditions supporting better informed planning of road maintenance.

Dr. Alessandro Bogliolo, the coordinator of the Crowd4Roads project said:

"The road network is the main factor of socio-economic development for a country, but it raises challenging sustainability issues. Crowd4Roads empowers car drivers and passengers by inducing greener behaviors and by providing effortless means to monitor the conditions of the roads they travel."

The Consortium:



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Bla Bla Car
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The official project website – [HTTP://C4RS.EU/](http://c4rs.eu/)