CA: B1 Topic: Spatio-temporal Data Acquisition & Analysis, Monitoring Devices and User Communication
Code: D4-B1.2.4: Personalized energy mobility app prototype

The main objective of *GoEco!* is to investigate if and how information feedback and social interactions (social comparison and peer pressure) can be effective in fostering changes in personal mobility behavior. Research in social and environmental psychology has in fact shown that one of the most powerful triggers for sustainability transitions lays in providing bottom-up personal feedback and comparison with the behavior and performances of other members of one's community. Individual feedback and social comparison activate competition and the urge to stand out among peers.

The GoEco! tracker app was designed as part of a "living lab" experiment, that is a field study involving real-life users in real-world settings, in order to test these assumptions in the mobility sector. It seeks to overcome traditional awareness-raising approaches and proposes an innovative, community-based approach, directly addressing citizens and their everyday mobility choices. The app builds on the Moves® fitness tracker to collect mobility measurements, and, based on a specifically developed algorithm, identifies the transport mode for each of the test persons' routes. The refined routes are then stored, visualized and presented to the user for validation. The test persons are provided with detailed feedback concerning the sustainability of their daily mobility choices. Finally, the GoEco! tracker app proposes more sustainable travel alternatives which are personalized with regards to the pre-recorded individual behavior.

In general, the GoEco! living lab will provide us with the chance to identify the main opportunities and impediments to change and to gather bottom-up policy recommendations for local public authorities, with the ultimate aim of promoting a wider and deeper change at the general society level.