



# CELTIC-NEXT Proposers Day

7<sup>th</sup> of September 2022, Online via WebEx

**Pitch of the Project Proposal**

**MSW (Move-Save-Win)**



LiveDrive  
driving technology

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# Teaser



***Sustainable Road Transport and Urban Mobility** have been the most difficult **SDG** to reach along the past 30 years; and highly risk to keep on so*

## ***Project goal***

*Promote a **Cultural Transition** in the **individual car** usage, following an EC guidance: through innovative “right **incentives**-charging” public (and private) policies that will help achieving a more sustainable road transport*

*A challenging project, requiring **fraud-proof** and **accurate calculation of the impacts** (“**savings**-excesses”) of **any** sustainable action in Road Transport **External** (and Internal) **Costs***

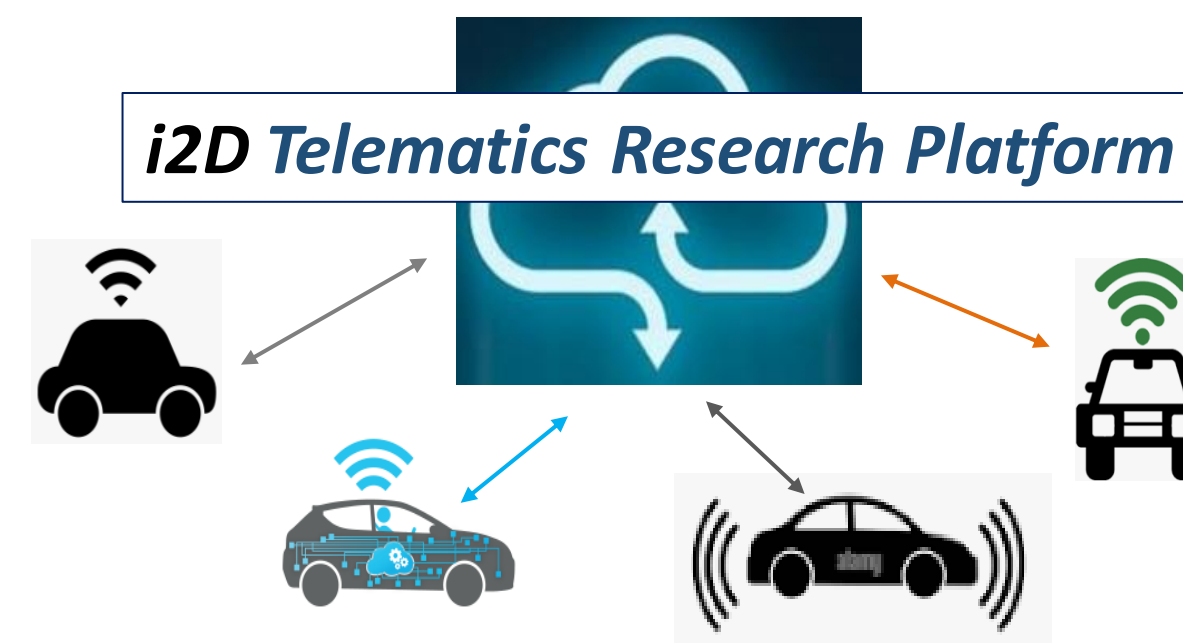
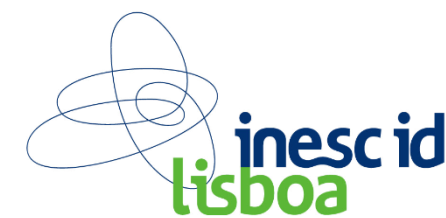


# Organisation Profile

*In 2012 Livedrive developed “i2D Telematics Research Platform”*

*A technology that provides trustable raw and processed **data** from **Connected Cars**, and unique **Driving Scores***

*+10 years supported collaborative R&DD projects about **driving behaviours changes’ impacts** in car **Accidents, Congestion and Environment***





# Proposal Introduction

today's road mobility solutions towards sustainability impacts' areas and weights

	Environment	Congestion	Accidents
<b>non-ICE cars and vans (EVs: BEV and FCEV)</b>			
(e) micro mobility			
Shared (public   private), MaaS			
<b>Mobility alternatives</b>			
car <b>technology, autonomous</b>   new fuels			
staggered and tele work			
<b>connected vehicles</b>			
mobility management and planning			
<b>Car Culture changes towards sustainability</b>			
TOP to bottom monitoring & <b>DATA analytics</b>			
infrastructures, planning			
regulation, monitoring... Fleets' Certifications			
awareness and civics			

almost all these ongoing solutions require a fast, and mass adoption **and that, is not happening...!** **WHY...?**

- no irresistible offer
- Inertia
- Privacy
- Forcing..?

## MSW Project proposals

**I.** Without changing the balance of public accounts, *transform fraud-proof, accurate savings-excesses* in External Costs of Road Transport into fair public policies of **incentives-charging** on *any* sustainable mobility behaviour  
Incentives shall reach € 800 / vehicle/ year

**II.** Create a market and society-oriented solution, car industry independent, to comply, and extend (to any citizen and to EU cars since 2002), with last **EU CO<sub>2</sub> Regulations for cars and vans**

Develop a **trustable technological base** to support new public taxes' policies on Road Transport

*Real-world consumptions of fuel, energy and emissions production*

Create a free public access data base, for citizens, the EC and public entities



# Proposal Introduction



*Technological base to support “incentives-charging” public policies in the Road Transport sector*

*IoT certifications and Security solutions*

*Universal OBFCM device  
EU REG 631/2019, 392/2021  
and amendments*

**POCs**  
*500-750 units x 3 municipalities / countries  
Securely shared public | private Data bases  
Training, help-desk, reporting*

*Telematic Service Providers market applications*



# Partners

*Existing consortium,  
involved countries*



*Portuguese Municipalities*

*(Helsinki Region)*

*Expertise, profiles and types of  
partners you are looking for*

- **Mechanical Engineering:** ICE, energy, (LDV + HDV) CAN bus data access
- IoT Regulations
- **Electronics and Mobile Communications**
- **Secure shared databases**
- **Big Data analytics,** Statistical Analysis, Machine Learning and Artificial Intelligence
- **Cyber Security**
- **Psychosociology:** sociocultural behaviours and communication
- **Commercial** partners for Telematics Service Providers solutions
- Project Management
- **Municipalities** (for Public regulations; POCs; Smart Cities applications' integration) and other **Public Entities**
- Insurance companies





# Contact Info

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**Presentation available via:**

