



*Mobility is freedom*

## **MIND-SETS**

A new look at mobility – a question of common values and mind-sets.



*This project has received funding from the European Union's Horizon 2020 research and innovation Programme under grant agreement No 640401.*

## EUROPEAN PROJECT – H2020 (first call)

MG9.2 - User behaviour and mobility patterns in the context of major societal trends

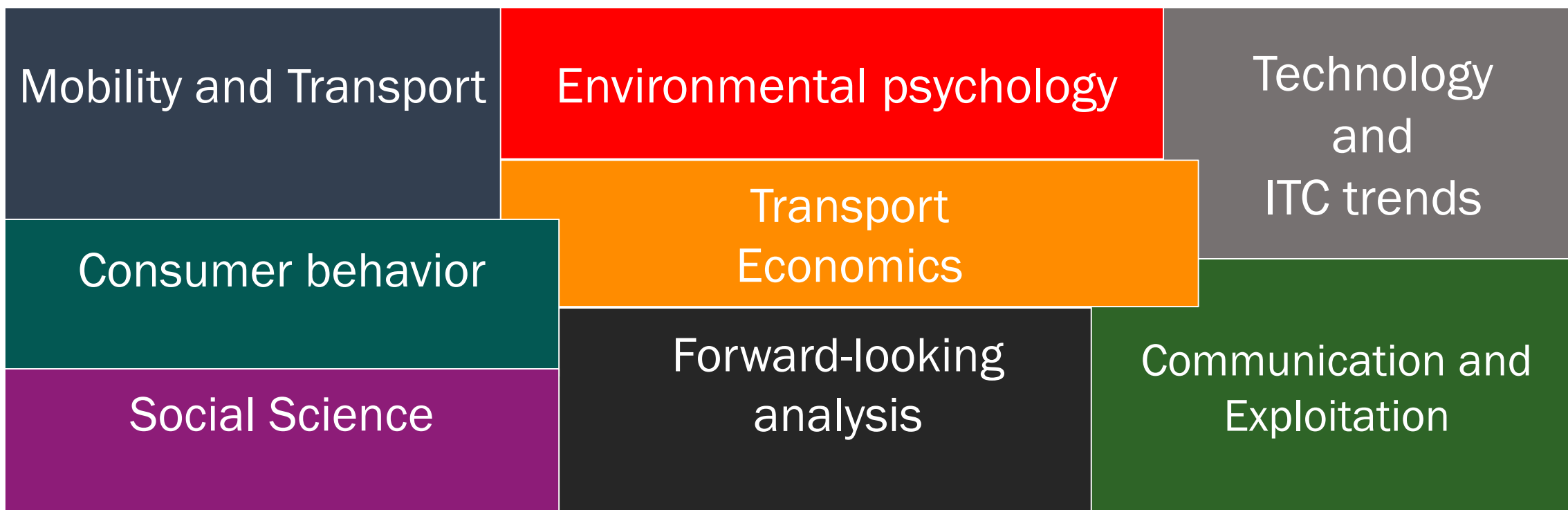
To understand the **motives behind transportation choices** in the light of societal trends and the evolving user expectations

To **collect and generate** new knowledge on user behaviour and its impact on transport and mobility patterns (CSA action)

To cater for future mobility needs through the provision of new or adapted **transport products and services**



.....A full multi-disciplinary, new type of team to assess mobility issues



## What do you really know about mobility? Understanding the motives behind transportation choices.

- **The origins of the MIND-SETS approach: a blend of economics, psychology, sociology and social networking**  
*Laurent Franckx, Berfu Unal, University of Groningen, Laurie Pickup, VECTOS, Pnina Plaut, Technion*
- **Changing professional MIND-SETS: a collaborative work effort with European experts and professionals**  
*Oriol Biosca, MCRIT*
- **MIND-SETS: a new approach to understanding mobility**  
*Alexandra Kershaw, VECTOS*
- **The influence of generational footprints**  
*Herman Konings, Pocket Marketing*

KEEP IN TOUCH!



mind-sets.eu



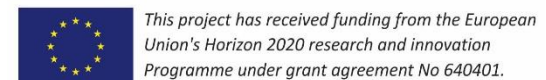
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# THANK YOU!



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