




**Making Mobility Matter**







How can I **objectively measure** the impact of new mobility offers?

How do I **motivate** people to use environmentally friendly means of transport?

How do I collect a **continuous data** for strategic city development?

How do I **fairly allocate** the Klimaticket revenue between public transport operators?



**Making Mobility Matter**



## About MOTIONTAG

- 15 experts from the fields of transportation, geodata, machine learning, and data analytics
- Company established in 2015
- A solution helping blue chip clients since several years
- Full compliance with GDPR standards and with solutions focused on transparency towards users



**SBB CFF FFS**



Bundesministerium  
für Bildung  
und Forschung



Bundesministerium  
Klimaschutz, Umwelt,  
Energie, Mobilität,  
Innovation und Technologie



**infas**

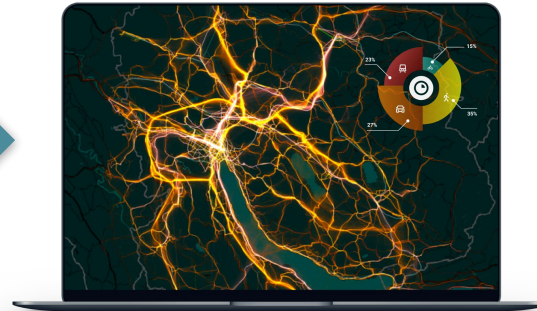
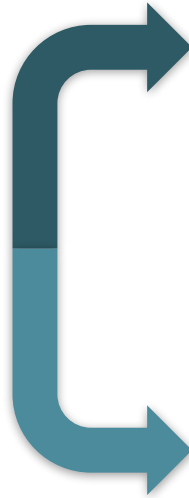
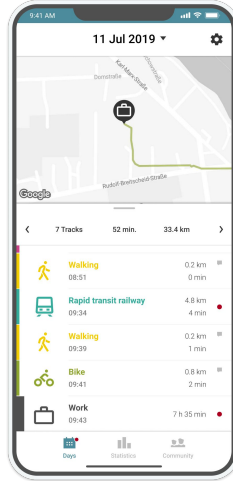
**ETH zürich**



# This is what MOTIONTAG offers

## Automatic detection of

- Transport modes
- Travel motives
- Public transport lines and operators
- CO<sub>2</sub> Footprint



## Apps and Integrations

- Digital travel diary
- Loyalty Program
- Integrations (SDK) in Mobility-Apps

## Mobility Insights

- Dashboards
- Data exports



# Understand how, when, where and why People move from A to B



Home



0 kg CO<sub>2</sub>



0 kg CO<sub>2</sub>



RE1

1.9 kg CO<sub>2</sub>



0 kg CO<sub>2</sub>



S7

0.4 kg CO<sub>2</sub>



0 kg CO<sub>2</sub>



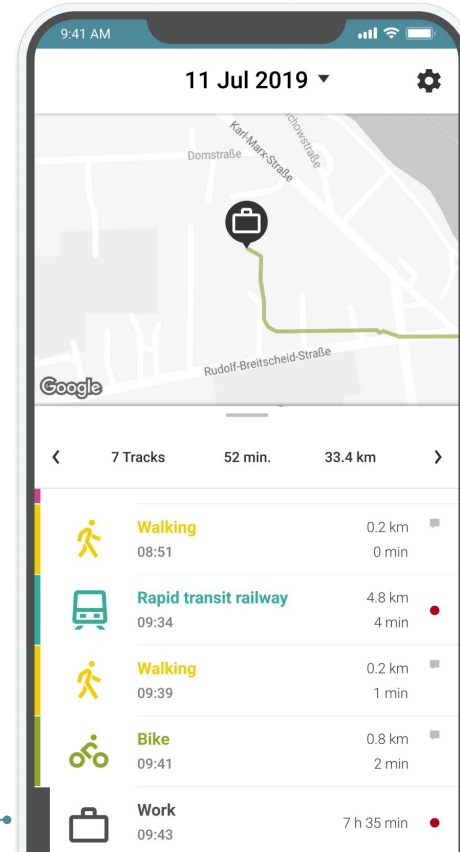
0 kg CO<sub>2</sub>



Work

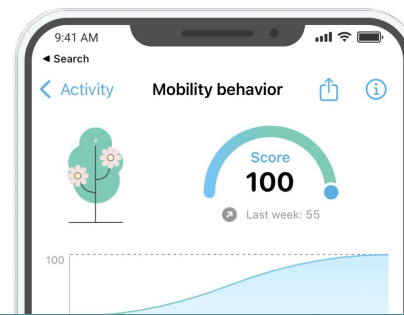
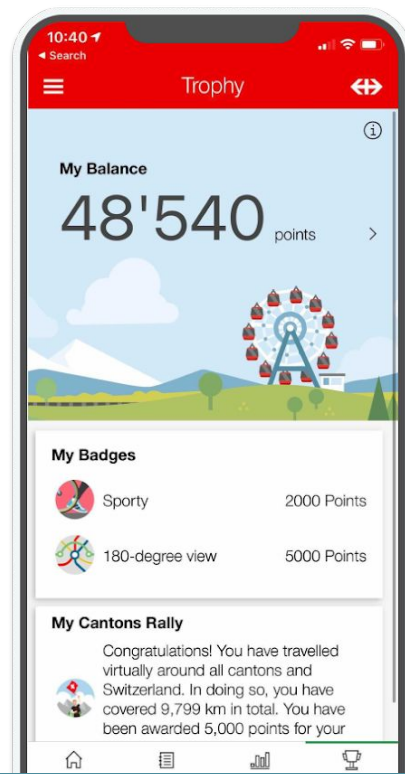
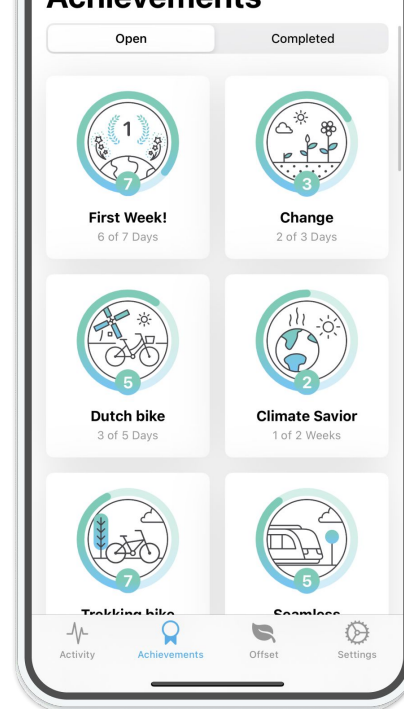
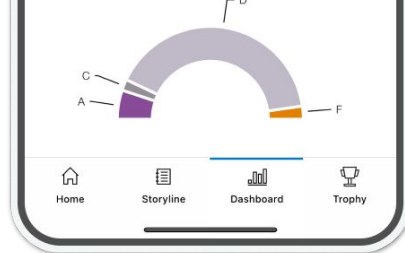
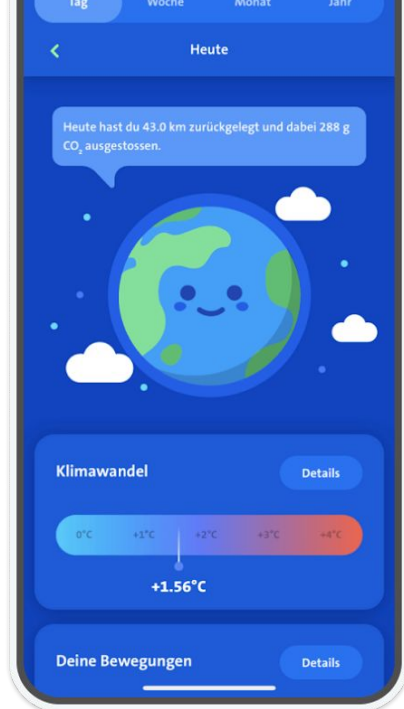
Automatic  
transport mode  
detection

Automatic POI  
and stay  
detection

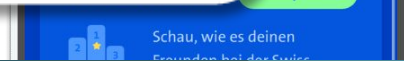


Just 2,5%/h battery  
usage during the  
journey, otherwise no  
consumption

High precision  
trajectories und time  
stamp, GDPR  
conform



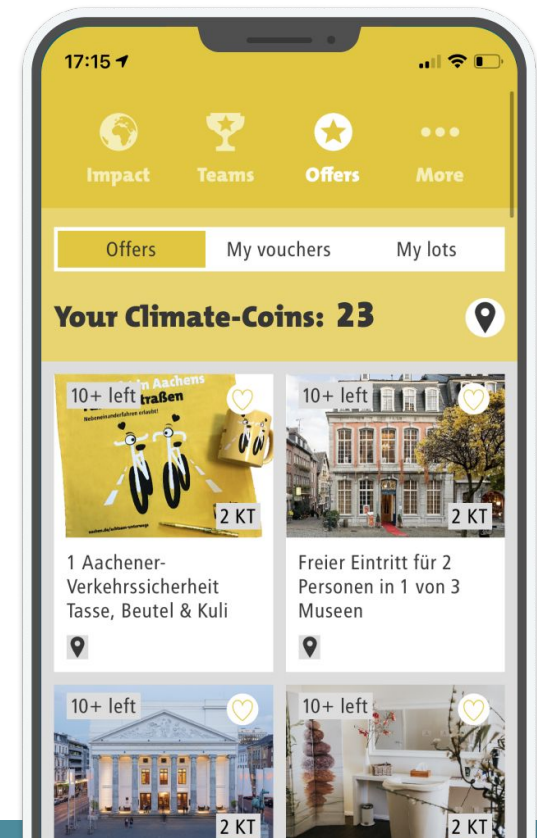
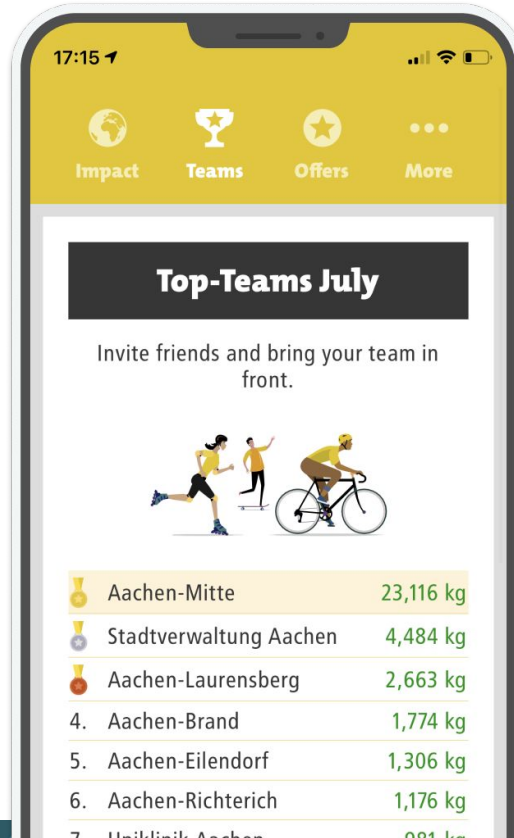
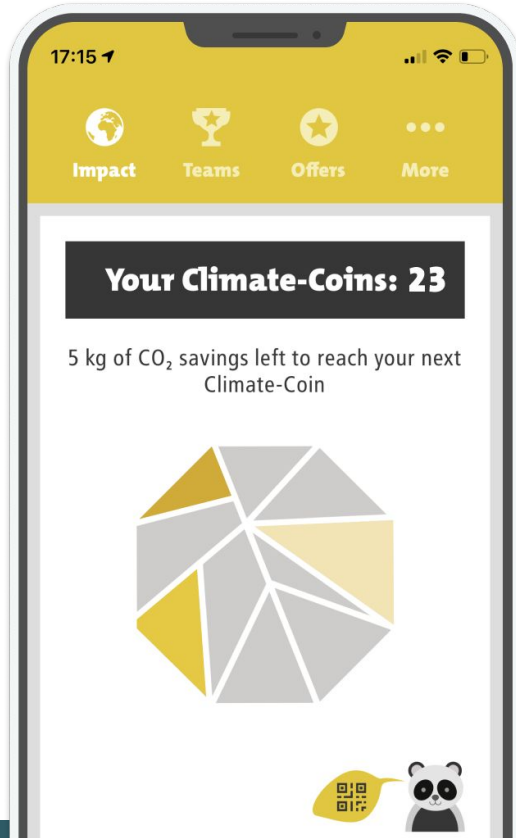
**Attractive Services**  
motivates to greener mobility





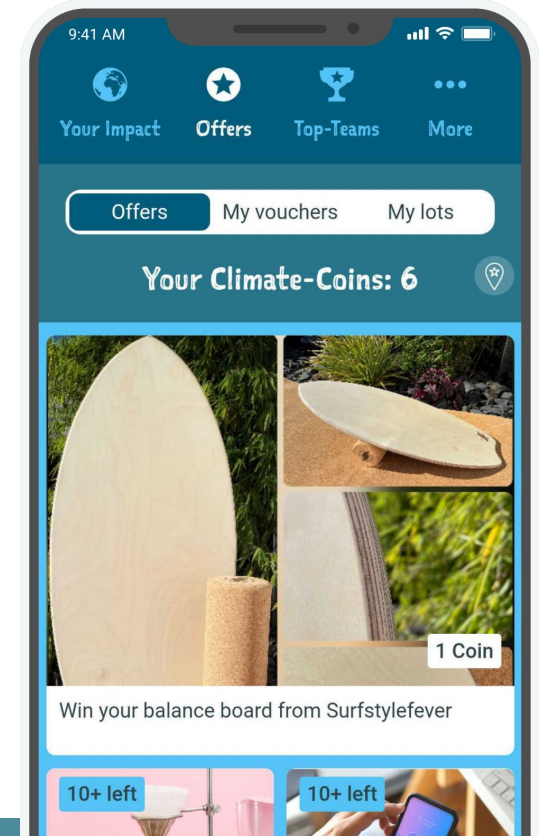
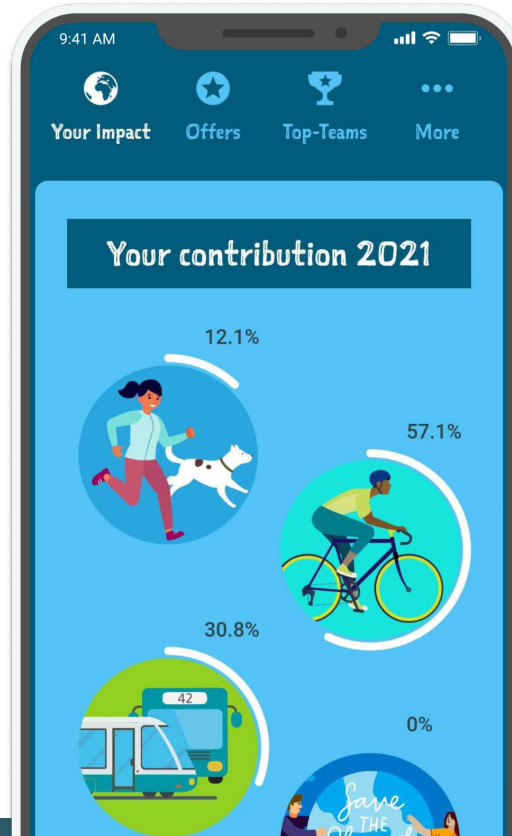
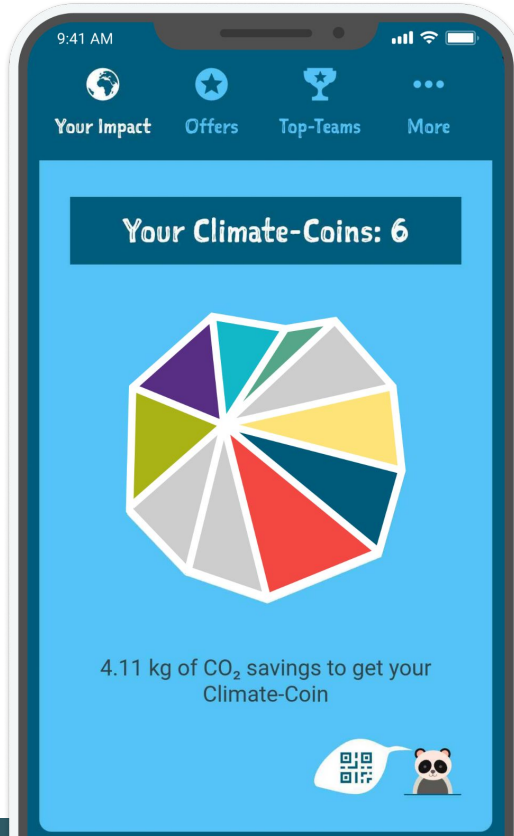
# Stadt Aachen - [aachen.move](#)

## Rewards for green mobility



# Klima-Taler

## Rewards for green mobility in whole Germany





# The Klima-Taler Network

**Hamm:**



**MÜNSTERLAND**



Wissenschaftsstadt  
Darmstadt



MEININGEN



# Klima-Taler

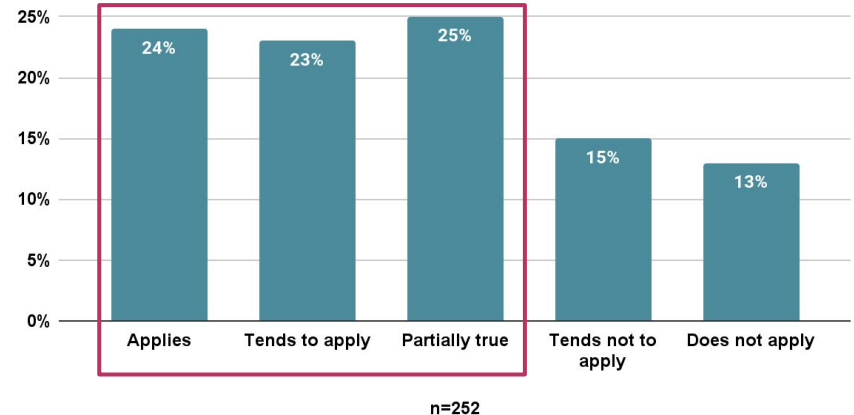
## Evidence for behavioral change from Gladbeck - Germany

91% have access to a car

51% don't have a public transport subscription

**72% report using more environmentally friendly mobility**

Since using the Klima-taler app, I have been moving around in a more environmentally friendly way (e.g. cycling, walking, public transport).



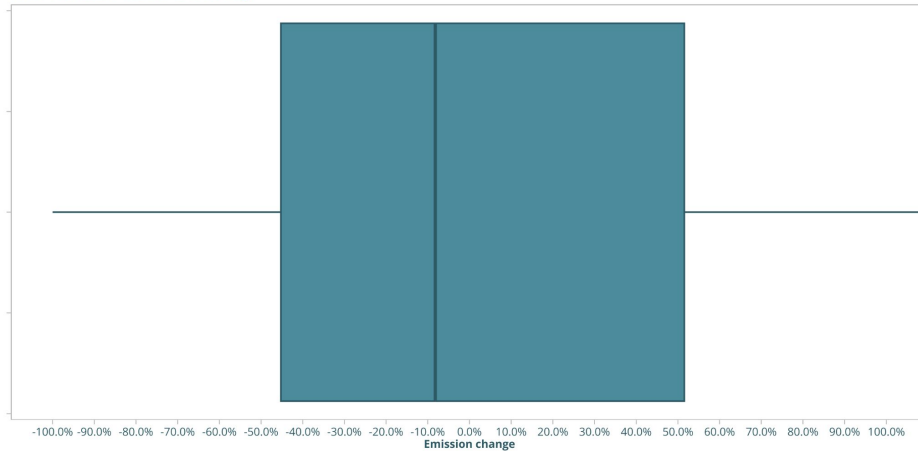


# Klima-Taler

## Evidence for behavioral change from Aachen - Germany

### Distribution of emission change by user

First 4 vs last 4 weeks of tracking

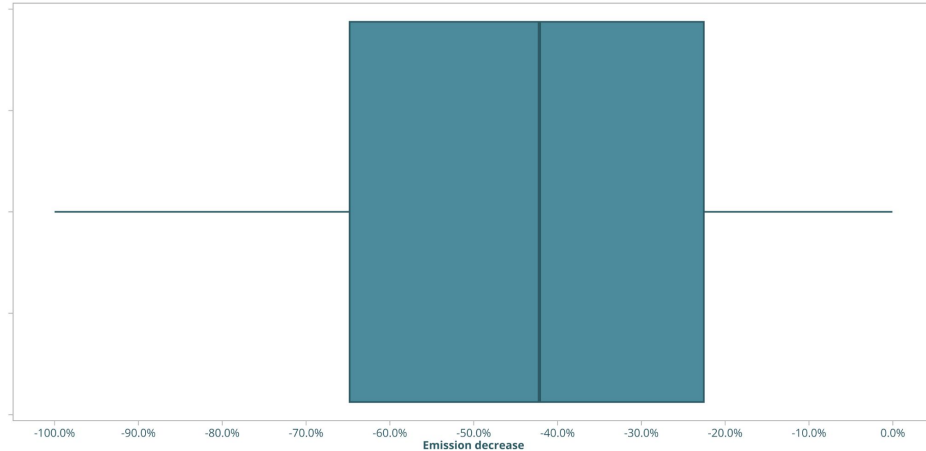


Data for: Aachen - users with at least 120 days retention between 2022-09-01 and 2023-10-31

**-8% median reduction in carbon footprint for overall users**

### Distribution of emission decrease by user

First 4 weeks vs last 4 weeks of tracking - only includes users that show a decrease in total emission



Data for: Aachen - users with at least 120 days retention between 2022-09-01 and 2023-10-31

**-40% median reduction in carbon footprint for those having decreased theirs (55% of all users)**

**Highly granular insights**  
allow more efficient  
transport systems



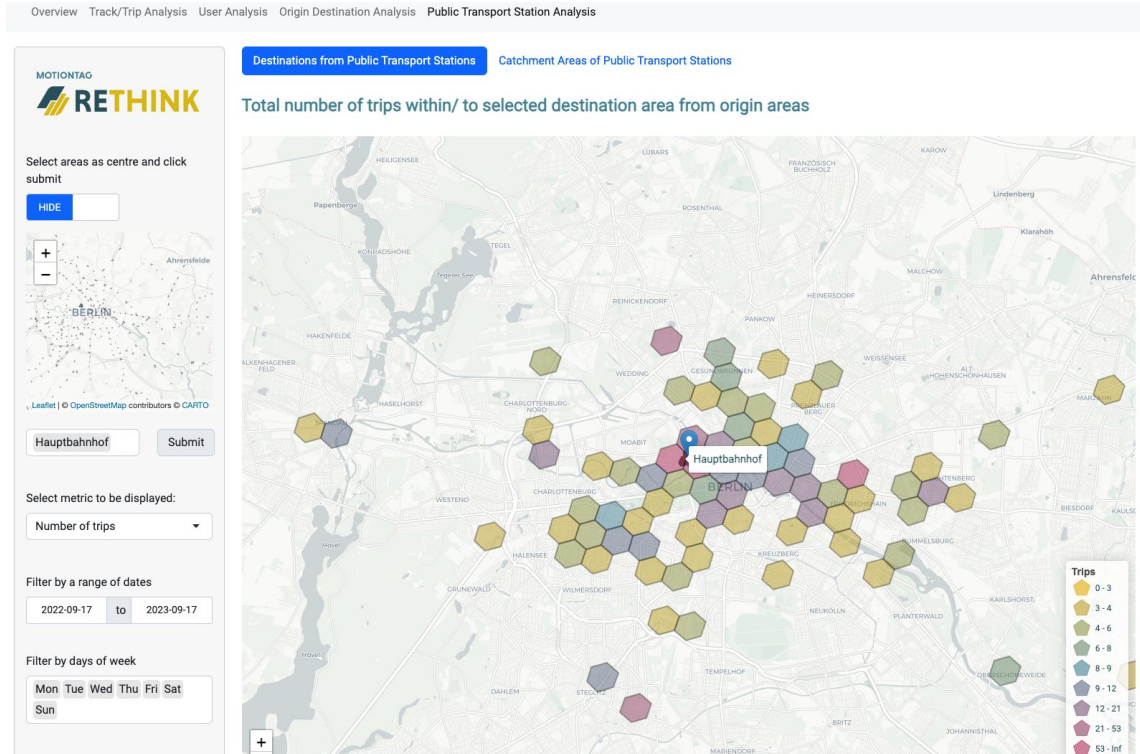


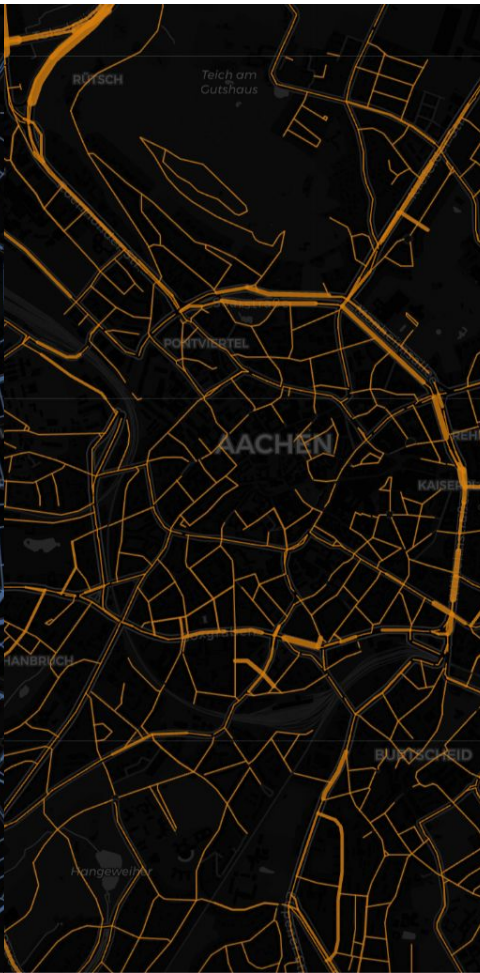
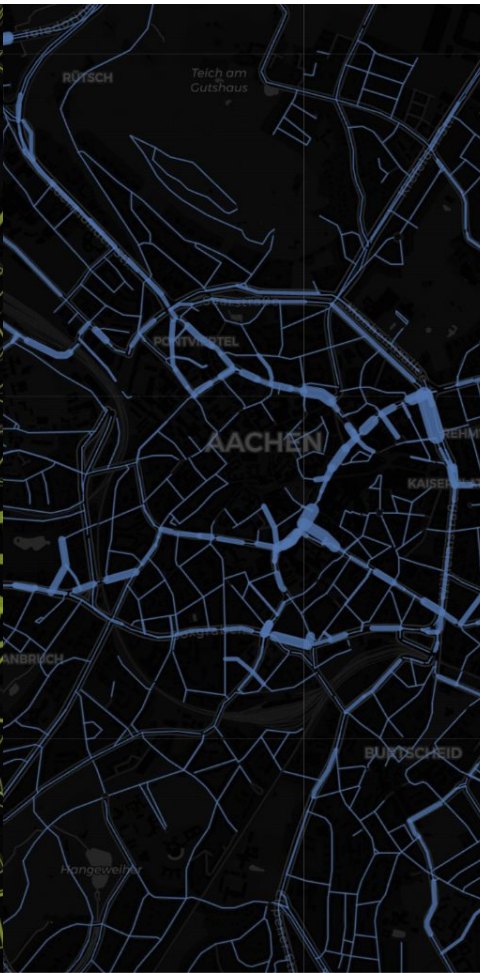
# RETHINK Dashboard

- On-demand interactive insights
- Customize data ranges and aggregations

## Meaningful insights

- Origin-destination matrices
- Modal splits
- Diurnal curve
- CO2 Emissions
- and more





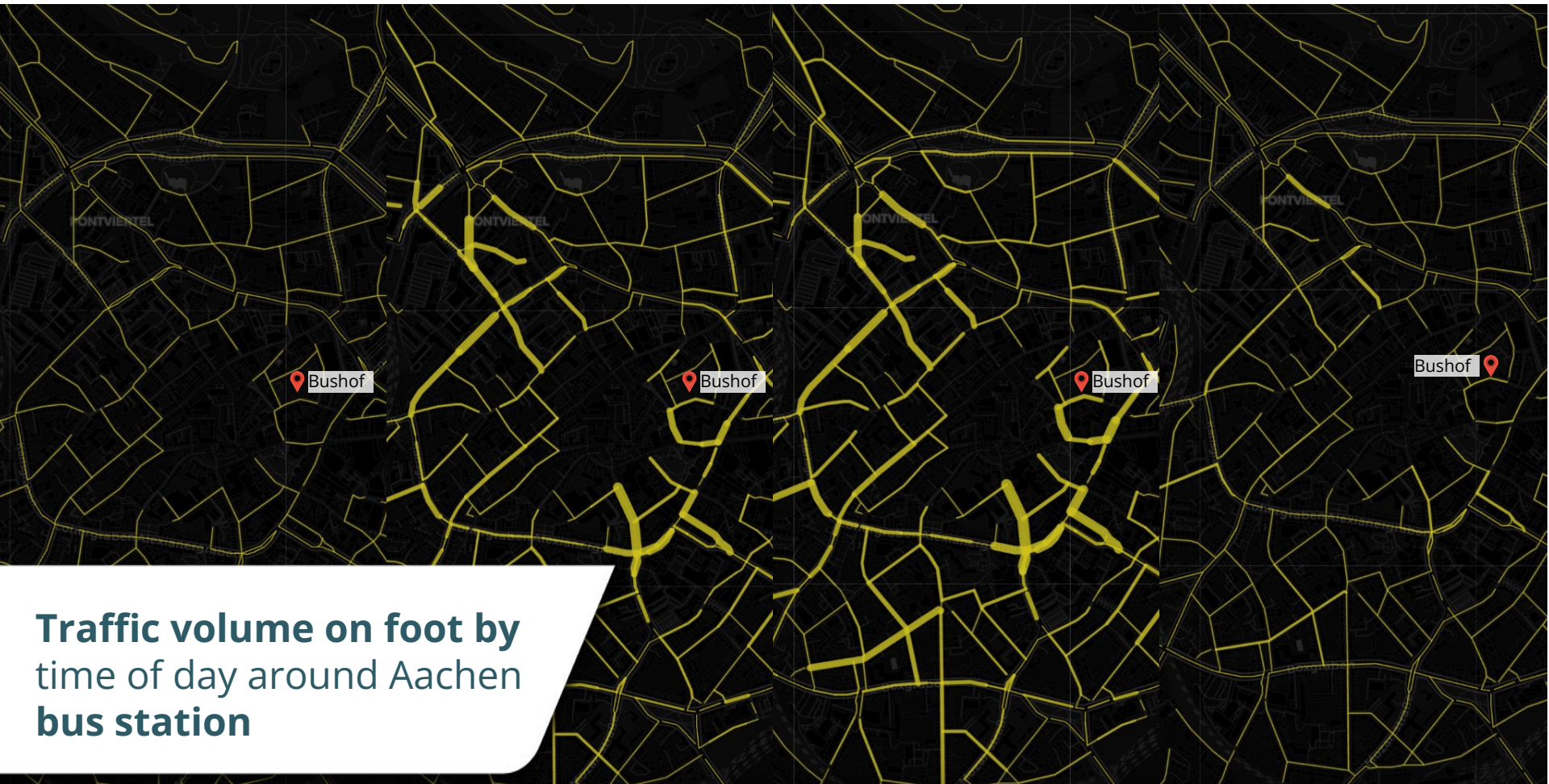


02:00 - 06:00

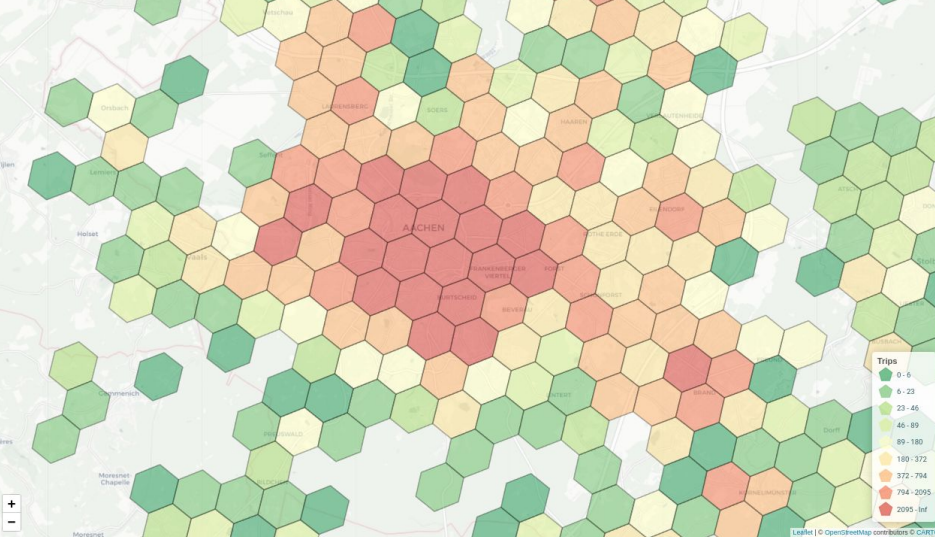
10:00 - 14:00

14:00 - 18:00

22:00 - 02:00

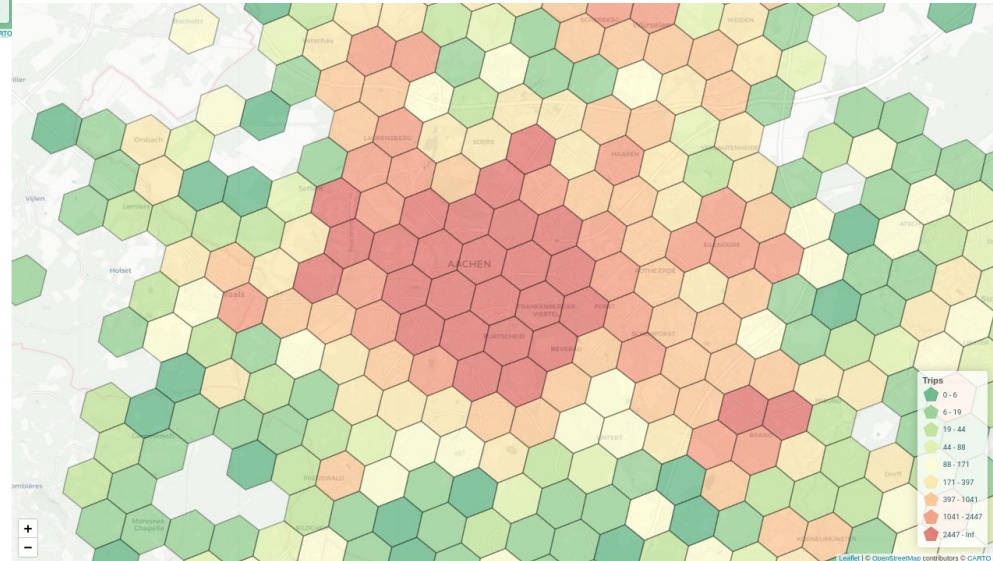






◀ Areas of origin of journeys made on **foot** in Aachen city center between **06:00 and 10:00**

Areas of origin made on **foot** ▶  
in Aachen city center from **2:00 p.m. to 6:00 p.m.**



# Austrian ministry of transport - Klimaticket

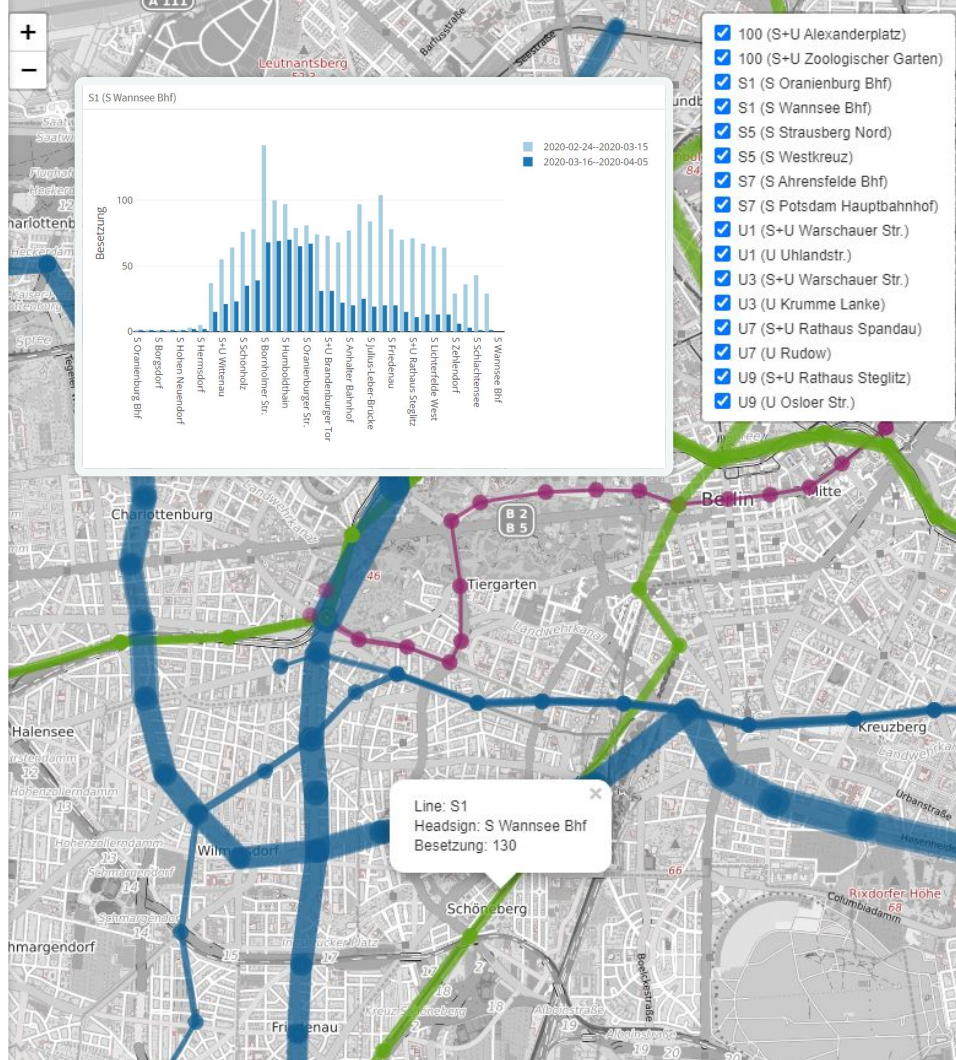
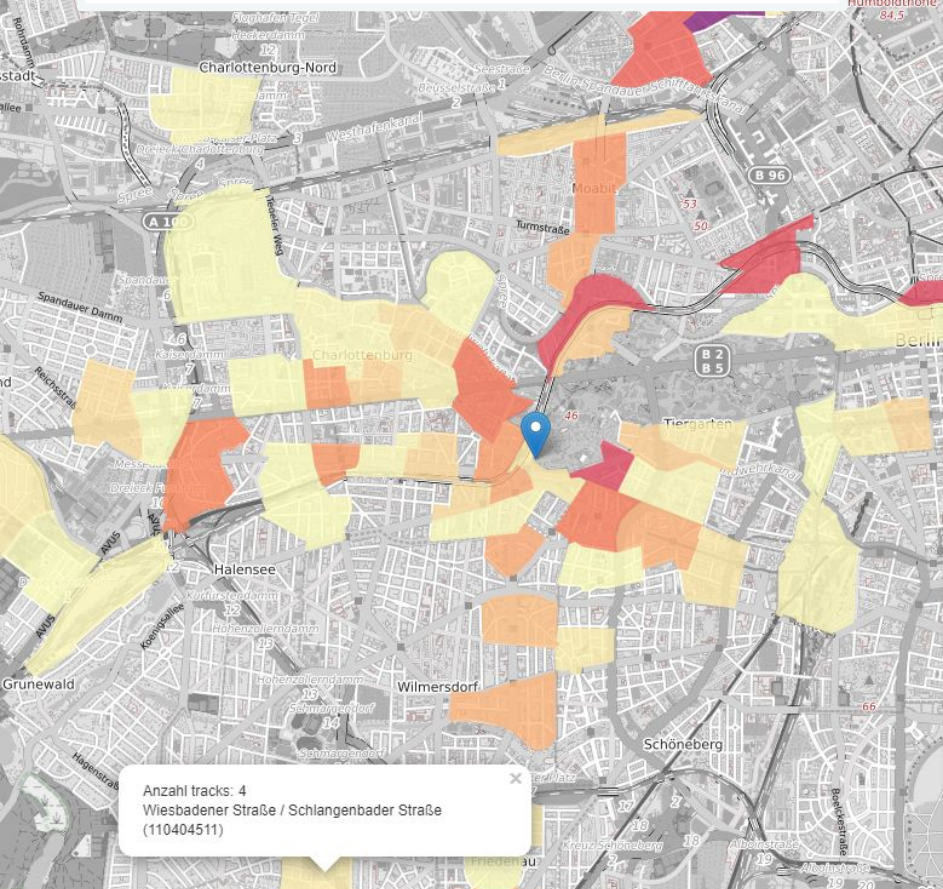
Determining the fare allocation and usage of the new nationwide flat-rate ticket

- Automatic matching enables precise allocation of public transport used
- 70-80 % of trips via Klimaticket logbook app
- Assignment to over 20 different regional billing units



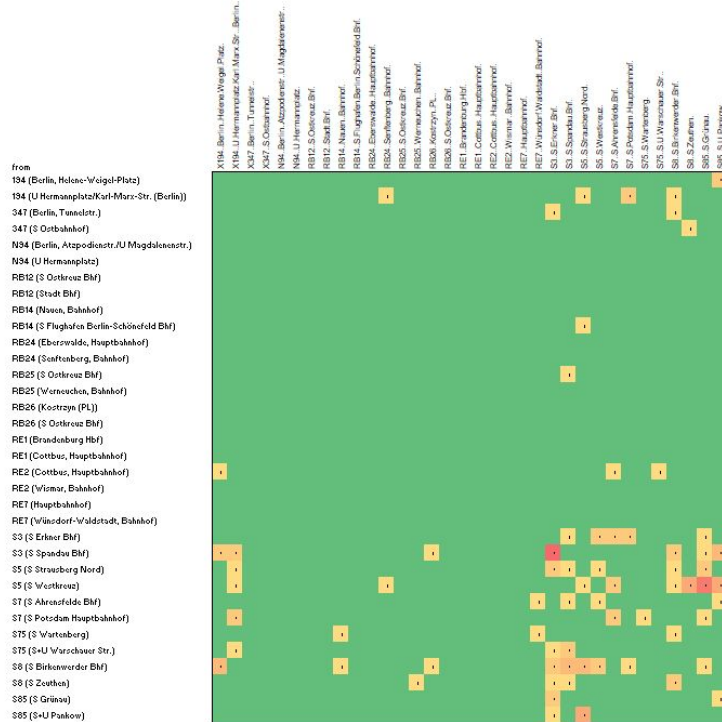


# Line and space related Key figures - BVG MeinTag

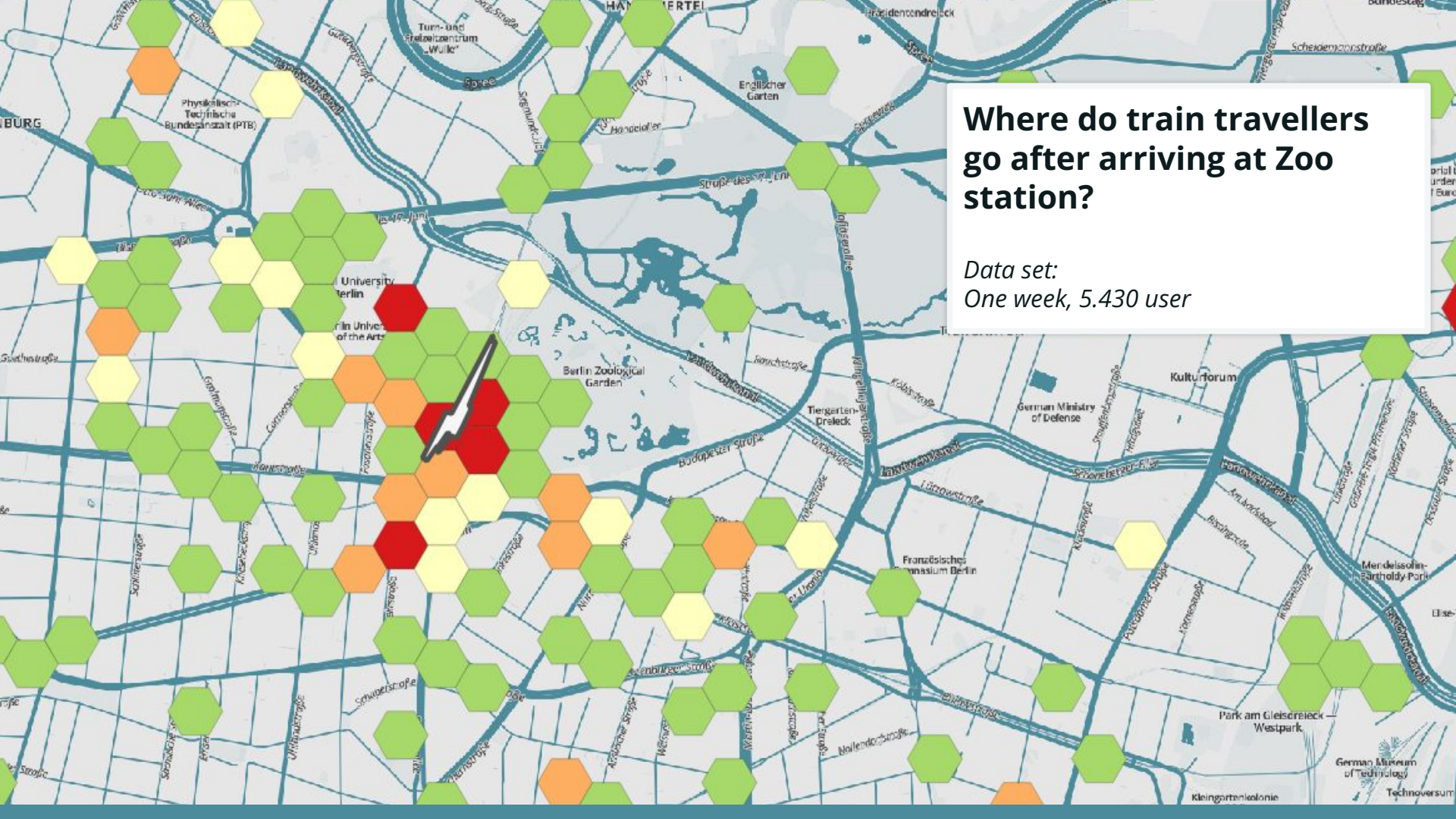




# Mobility analysis for public transport operators



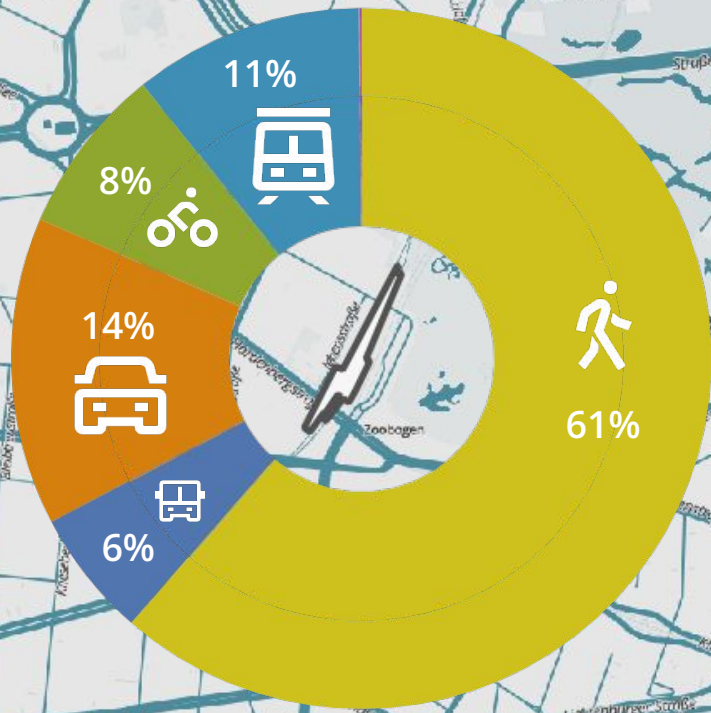




## Where do train travellers go after arriving at Zoo station?

*Data set:  
One week, 5,430 user*





## Which means of transport do train travellers use after arriving at Zoo station?

Data set:  
One week, 5.430 user



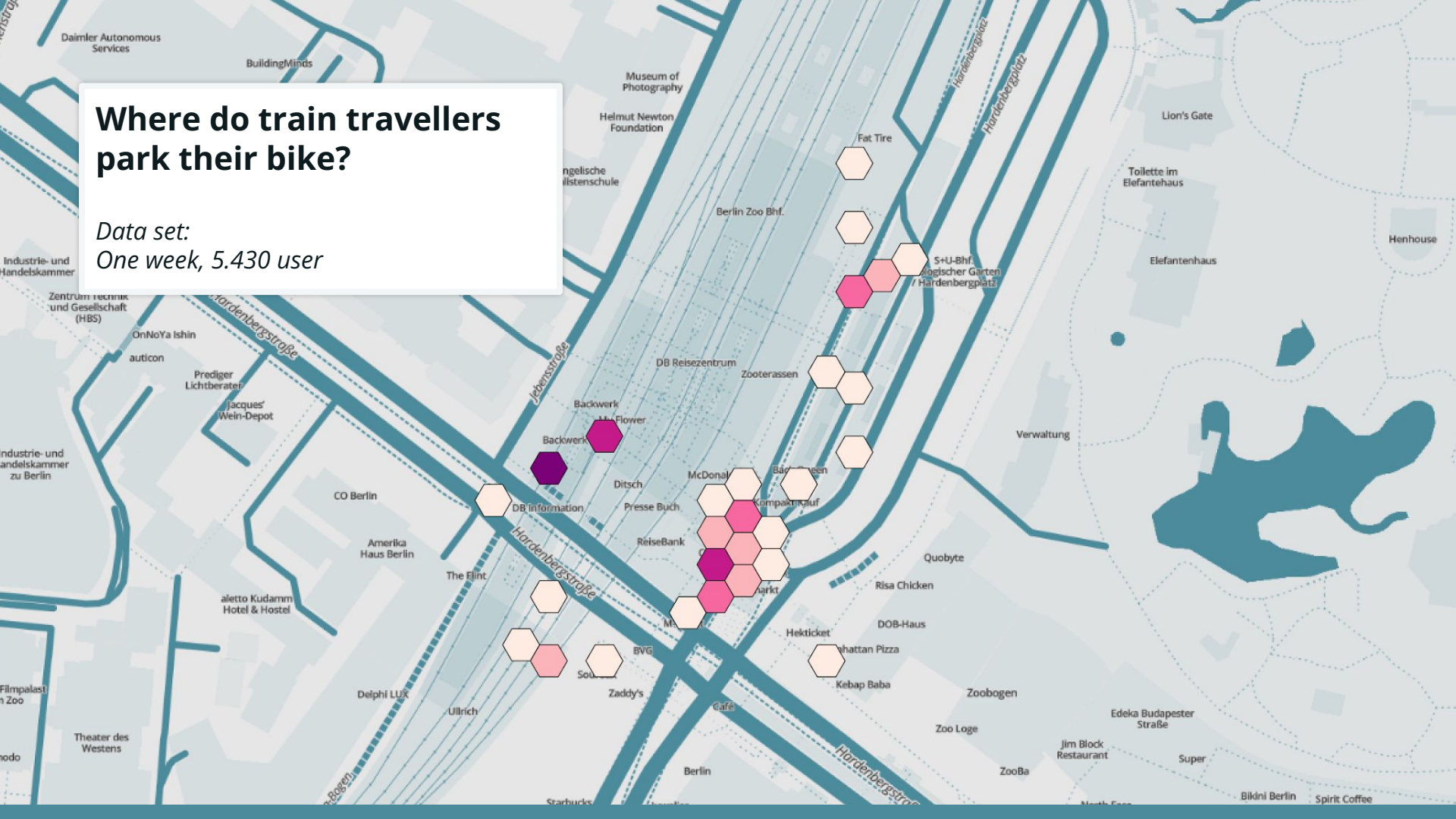


# At which stations are people combining bike and regional train?

Data set:  
One week, 5.430 user

# Where do train travellers park their bike?

*Data set:  
One week, 5.430 user*







## Contact us

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