QROWD: Innovative solutions to improve mobility, reduce traffic congestion and make travel safer and more efficient

Why QROWD?
- 3 out of 4 Europeans live in urban areas
- Traffic congestion costs us €100 B yearly
- Road transport generates 40% of CO2 emissions
- Transport accounts for 4% of EU’s GDP

What is QROWD?
- H2020 Innovation action granted € 3.5MM
- Part of the BDV Public-Private Partnership
- Timeline: December 2016 to November 2019
- Human-in-the-loop for all links of the Big Data Value Chain

QROWD offers
- Guidance and tools for citizen participation
- Advanced services for mobility management:
  - Modal split estimation
  - Completing mobility infrastructure maps
  - Traffic analysis and parking probabilities

Two Hybrid Human-Machine Workflows

CROWDSOURCING SOLUTIONS

Virtual City Explorer
- To crowdsource mobility infrastructure maps
- Location of static items on a city’s virtual view
- Workers can be constrained into an area
- Optimised cost and coverage with taboo items

QROWDsmith
- Standalone crowdsourcing platform
- Improves contributor engagement through:
  - Gamification: leaderboards, badges, and scores
  - Competitive and cooperative tasks

Citizen-in-the-loop
- Confirm ML predictions on citizen’s data for mobility services (use case: modal split)
- Maximise citizen engagement
- Generate questions based on ML output and citizen engagement

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