



# CERFUM

## Project Proposal

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## Mobility Data Ecosystem

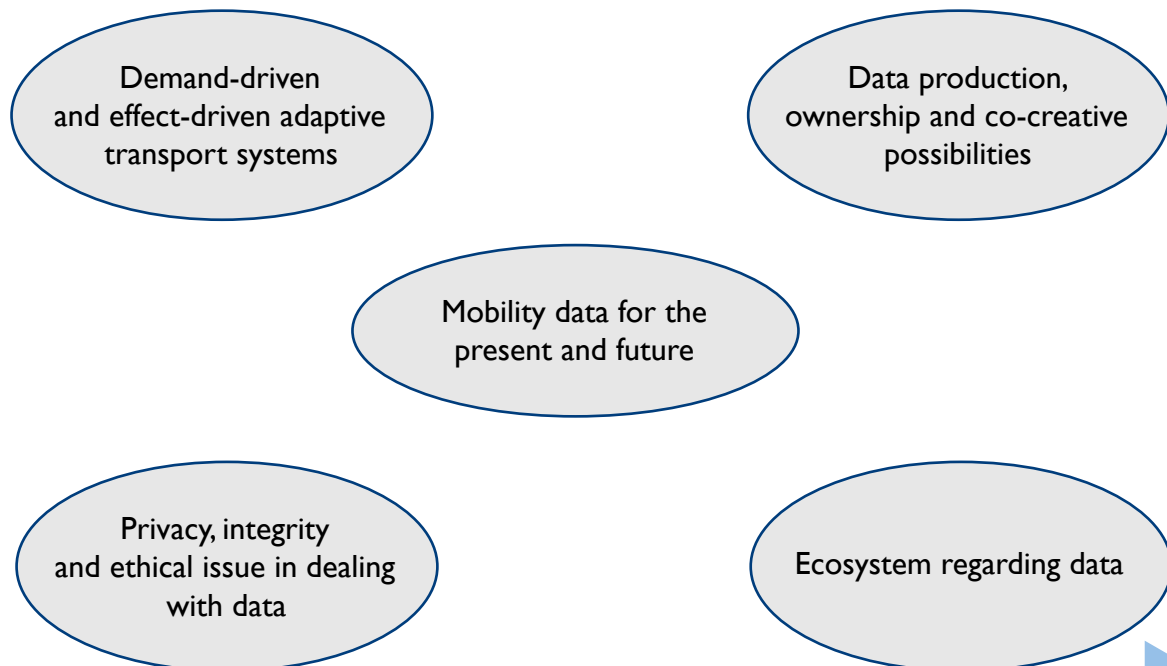
### Project idea

Both users and vehicles in mobility systems generate enormous amounts of data. Vehicles gather data from us and our devices and communicate with other vehicles and infrastructure. While driving, the vehicle itself generates data about the trip it is engaged in. All this data can be engaged for a number of purposes that include security, safety, and transportation planning. The data could also be explored to understand behaviors and plan for the achievement of societal goals. It could also be engaged by private enterprises in many different contexts, not only related to mobility but about users and their activity and values in general. Given the opportunity to generate data, there are opportunities in understanding what kind of data needs to be collected in order to plan for achieving a range of beneficial outcomes for society, individuals, business and government. We envision an ecosystem of interests around the data that is generated while moving around. We envision that this ecosystem will lead to production of demand-driven and effect-driven adaptive transport systems.

As starters for defining research questions in this setting we see a number of issues that need to be addressed:

- the data has to be of good quality: we need to make sure we understand what kind of errors that are introduced at different levels of the system including the programs.
- given that the data is personal there are issues about privacy, integrity and ethics that need to be understood and addressed.
- users need to be fully aware of how the data is collected and to be involved in co-creating responsible, ethical and transparent ways of producing, collecting, storing and using the data
- user needs should be identified and understood so that data is collected, analysed and made available in ways that are relevant to users and that will engage publics, organisations and others.

### Related Challenges





## Involved technologies/scientific expertise:

- Language-based security
- Quantitative techniques for privacy
- Data quality
- Data ethnography and design ethnography
- User experience (UX)
- Business models
- Social Science perspectives derived from sociology, anthropology and pedagogy
- Data privacy and legal frameworks for responsibility

## Call for partners

Halmstad University together with a number of partners will join to meet the challenges in the area. We are now looking for companies who want to take part in this work, and together with other companies and researchers from the university investigate the possibilities and challenges in Future Mobility Solutions.

Possible partners/industry sectors:

*Combitech AB (Business models, data), Fengco AB (Sensor data), Nevs AB (Data generated by cars, business models), Halmstad municipality (Understanding societal challenges, city development) Volvo (cars producing data while driving, Infotainment), Transdev (passengers)*

### Contact persons:

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## Centre for Future Mobility Solutions

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