

MUV stands for Mobility Urban Values and it is an EU-funded project that promotes a shift towards more sustainable and healthy mobility choices by engaging with local communities, local businesses, policymakers and data enthusiasts.

MUV levers behavioural change in local communities using an innovative approach to improve urban mobility: enhancing citizens' sustainable and healthy mobility habits through a game. Literally...

A real Tournament, with divisions and a final playoff phase to discover the greenest urban community. Best players will be rewarded by local sponsors and awarded with honours and fame...

The II MUV Sustainable City Tournament involved sixteen cities in the world.

The matches, exciting from the first one to the last one, immediately showed the competitiveness of the teams and the athletic preparation of the players, all the citizens who using the MUV app recorded their trips around the city walking, biking or using public transports.

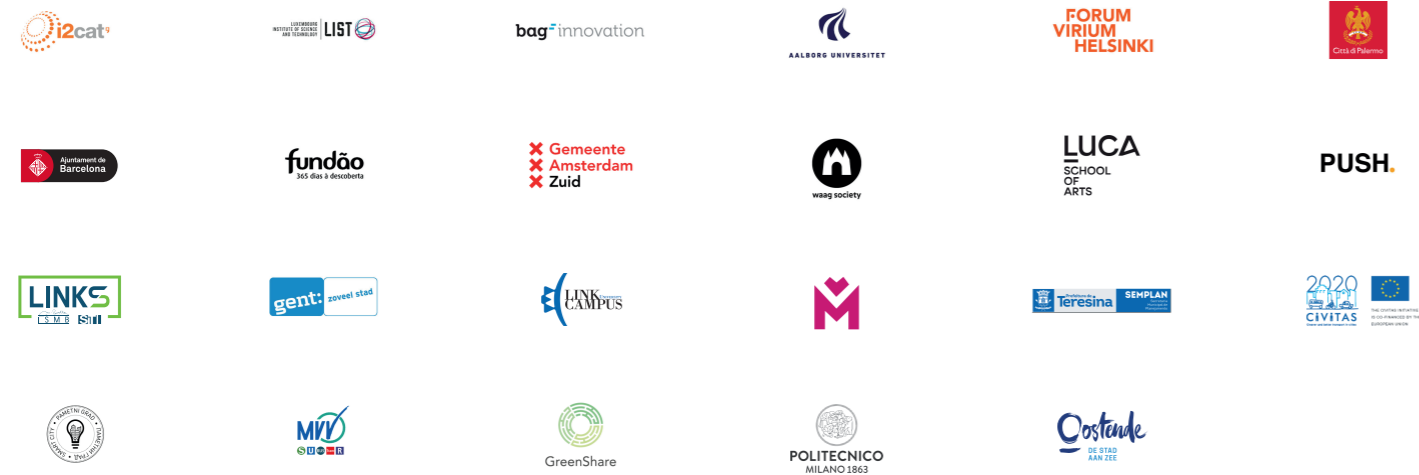
About 500 players were active in the game and the strongest were the citizens of Milano.

As happened last time (and even more this time!) the victory nevertheless belongs to everyone: the game has in fact contributed to changing the individual mobility habits of active users on their routinary routes (home-work and others), recording an average decrease of 32.4% of the individual CO₂ emissions.

A tribute therefore goes to all the citizens who in recent months have covered the approximately 180,000 sustainable km recorded by the MUV app that, if they had been run by car, would have released into the atmosphere about 27 tons of CO₂.

In coherence with the MUV objectives, all the mobility data collected belong to the same communities that produced them and will be used to trigger further participatory processes and contribute to the identification of new measures to improve sustainable mobility and make cities more liveable.

A new edition of the MUV Sustainable City Tournament is planned for January 2020 with more and more City teams aimed to build communities of players who move in a sustainable way in their cities.



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SUSTAINABLE CITY TOURNAMENT

muvapp.eu

REGULAR SEASON

PURPLE DISIVION

Team	WON	LOST
BARCELONA	6	1
GHENT	6	1
ROME	6	1
SOSNOWIEC	3	4
GLIWICE	3	4
CAGLIARI	3	4
ŠABAC	1	6
HELSINKI	0	7

RED DISIVION

Team	WON	LOST
PALERMO	7	0
MILAN	5	2
TERESINA	5	2
KATOWICE	3	4
MUNICH	3	4
FUNDÃO	3	4
OSTEND	2	5
AMSTERDAM	0	7



PURPLE DIVISION BEST PLAYERS



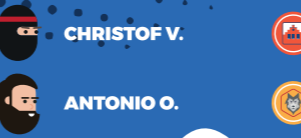
LUCA S.



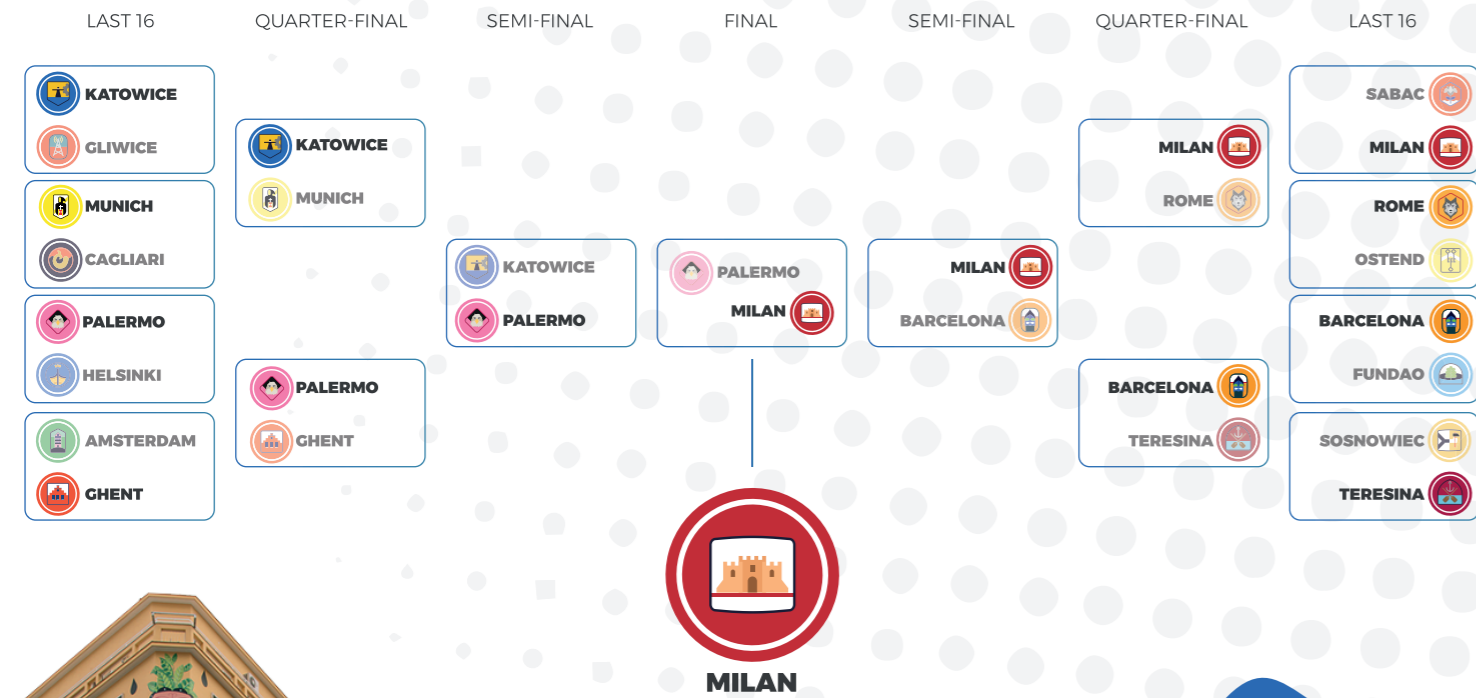
RED DIVISION BEST PLAYERS



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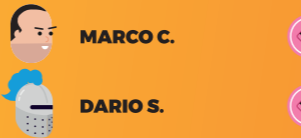
PLAYOFF



BEST PLAYERS OF THE TOURNAMENT



LUCA S.



The winning team Milan gets a graffiti made with the anti-pollution paint Airlite, global sponsor of the challenge.

A local artist will be selected ad hoc for this and, together with citizens, will create a street art work on a city wall. Airlite also awards the best athletes who have distinguished themselves for the sustainability of their choices: the most active in Milan will be rewarded with a free supply of the paint for their apartments, while the best of all the other European cities involved will be invited to buy the product with a discount of 25%.

FOOTLOGGER



LUCA S.

URBAN CYCLIST



ALESSANDRO S.

BUS LOVER



CHRISTOF V.

PLAYERS
477

KMs
64.744

CO₂ SAVED
7,2t

TOTAL POINTS
4.537.523

RECORDED TRIPS
16.202

CARBON FOOTPRINT IMPROVEMENT
32,4%

MODAL SPLIT



55%



27%



18%

