

# 2017

## Documenting of the experiment Moprim

**OBJECTIVE:** The objective of the experiment was to carry out proof-of-concept experiments with cities and to test different applications of the Moprim solution. The personal carbon footprint is determined by collecting and analysing data on how people in Lahti move around in the city. The aim is to create a model in which citizens are encouraged to reduce their carbon footprint with the help of prizes, for example.

**EXECUTION:** Moprim collects and analyses mobility data from 1,000 people who participated in the experiment in the City of Lahti. The number of participants may increase as the project progresses.

**COOPERATION:** The experiment was carried out in cooperation with the City of Lahti. In addition, minor experiments were carried out in cooperation with Nokia, Turku and HSL.

**VARIABLES:** In the experiment, we investigate how people move around in the city and thus determine the participants' personal carbon footprints.

# TRY OUT!

#TryOutFi  
[tryout.turkuamk.fi](http://tryout.turkuamk.fi)

DEMOS  
HELSINKI

TURKU AMK  
TURKU UNIVERSITY OF  
APPLIED SCIENCES

Turun yliopisto  
University of Turku

Yhteiskuntatieteiden  
keskittynyt tutkimuskeskus

6Aika

Luonnonvarainministeriö  
Metsäkeskus

Vipuvoimaa  
EU:lta  
2014–2020

European Union  
European Regional Development Fund

2017

## Documenting of the experiment Moprim

**EXPECTATIONS:** Proof-of-concept experiments are needed before we can launch major experiments. Moprim's solution has many applications. Experimentation with the applications is necessary before we can proceed to commercialization.

**END RESULTS:** The principal experiment with the City of Lahti will run until 2020. The size of the team grew bigger.

**TRY  
OUT!**

#TryOutFi  
tryout.turkuamk.fi

DEMOS  
HELSINKI

TURKU AMK  
TURKU UNIVERSITY OF  
APPLIED SCIENCES

Turun yliopisto  
University of Turku

Uusimaa  
Region of Southern  
Finland

6Aika

Uusimaa  
Region of Southern  
Finland

Vipuvoimaa  
EU:lta  
2014-2020

European Union  
European Regional Development Fund