



THE OLYMPIC COMMITTEE FOR  
SAFE, SUSTAINABLE AND SMART MOBILITY



*MUV TURNS MOBILITY*  
**INTO A TEAM SPORT**



HOW MIGHT WE LET  
CITIZENS & ORGANIZATIONS  
PLAY AND ROLE  
FOR A GREENER & SMARTER FUTURE?

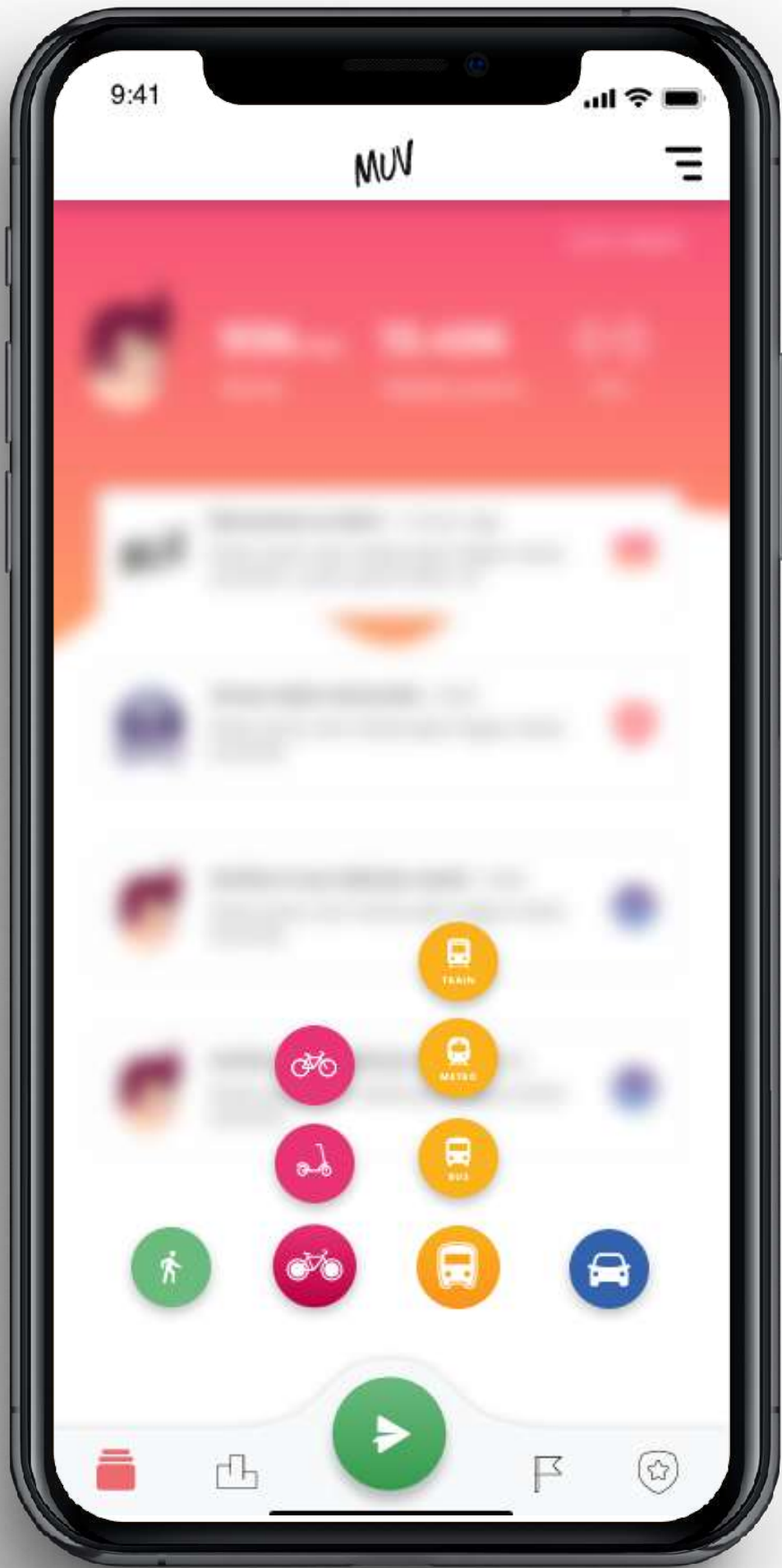




*MUV TURNS SAFE AND SUSTAINABLE MOBILITY*  
**INTO A TEAM SPORT**



FROM GAMIFICATION...



CHOSE HOW TO MOVE

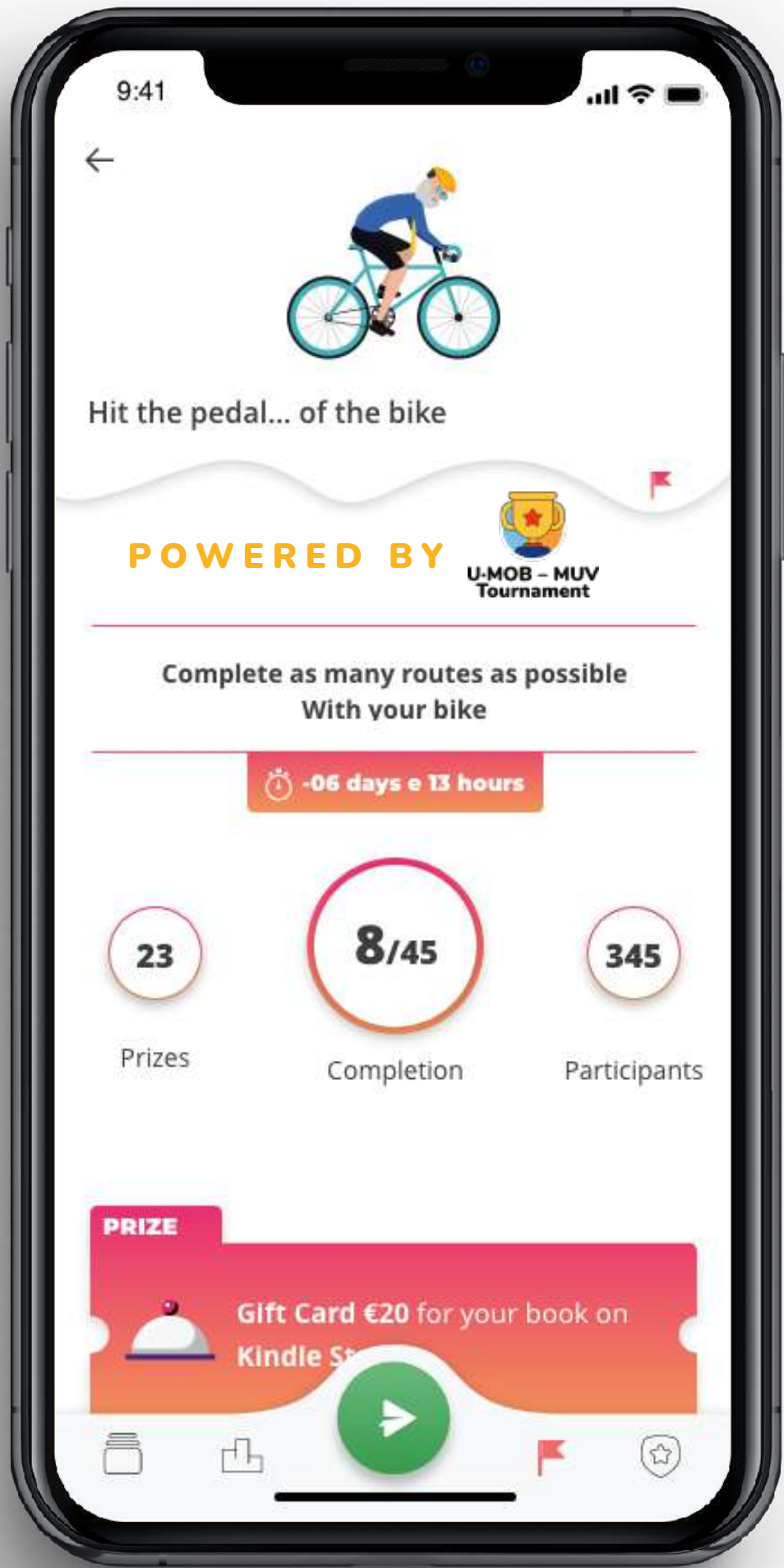


THE GREENER = THE BETTER

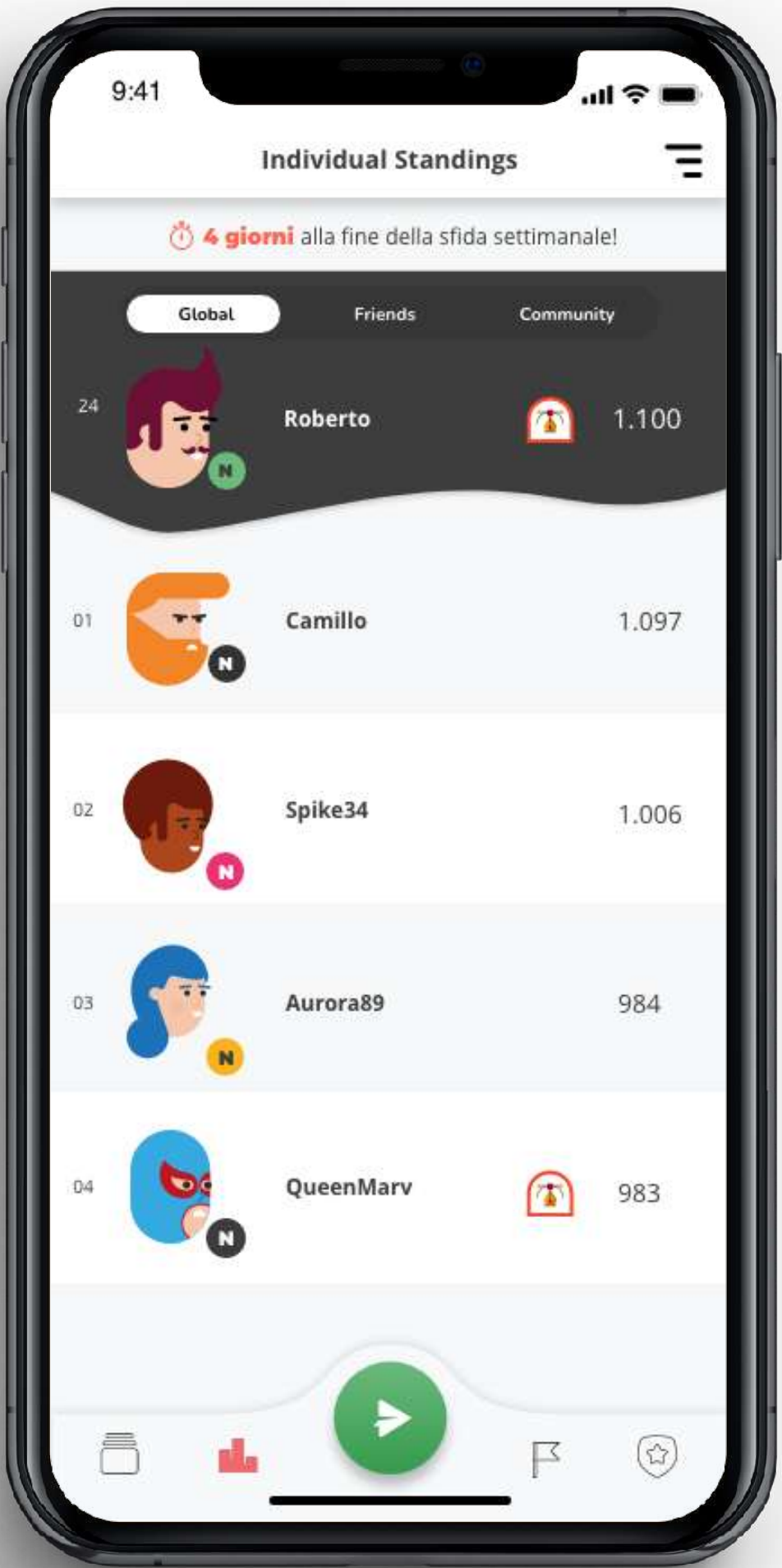


STATS & FEEDBACK

...TO A PROFESSIONAL SPORT!



TRAINING SESSIONS



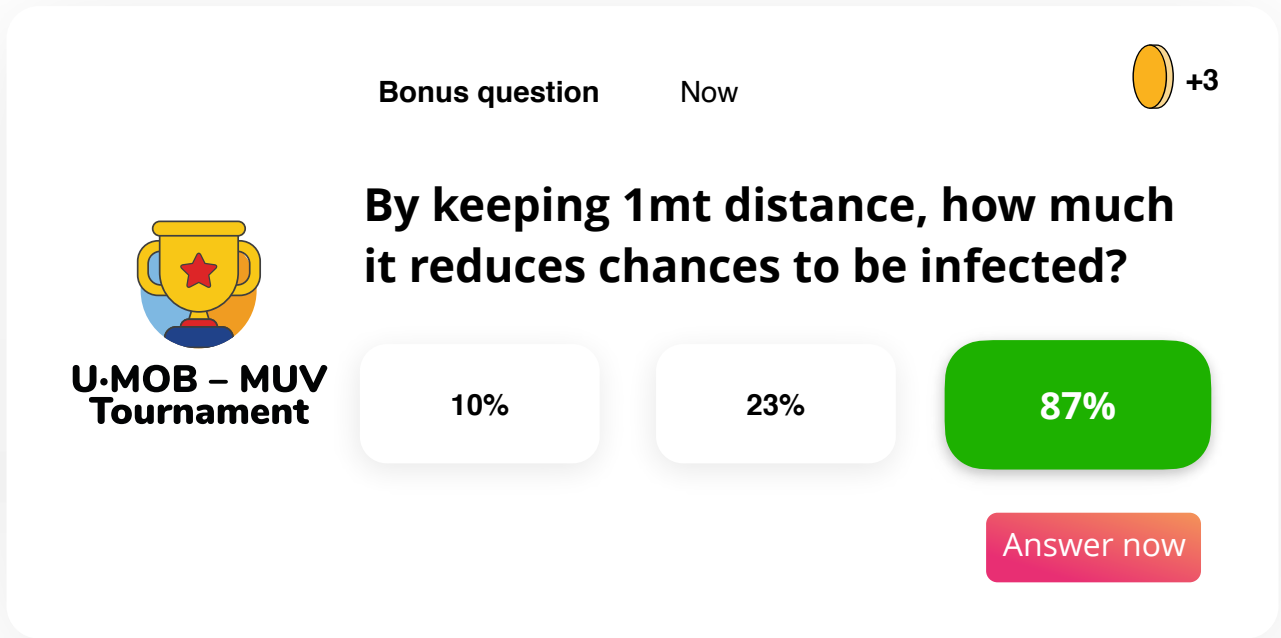
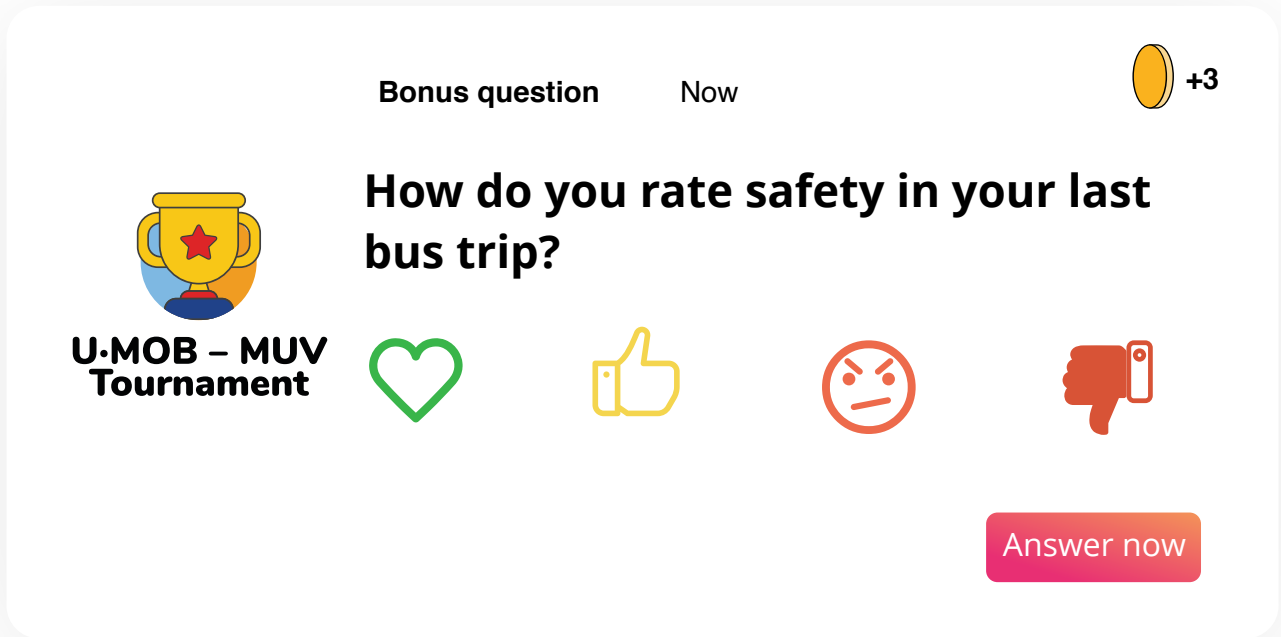
CHALLENGES



TOURNAMENTS



# DATA ANALYSIS



CERTIFIED CO<sub>2</sub> REDUCTION

SUSTAINABILITY PLANS

SURVEYS

## MUV BENEFITS

### SUSTAINABILITY + ENTERTAINMENT

### CUSTOMERS (& EMPLOYEES)

ACTIVE ENGAGEMENTS AND INCENTIVES SCHEME.

### ENVIRONMENTAL RESPONSIBILITY

CERTIFIED IMPACTS & DATA FOR SUSTAINABILITY REPORTS.

### MOBILITY MANAGEMENT

TRAVEL PLANS ANALYSIS AND INSIGHTS.

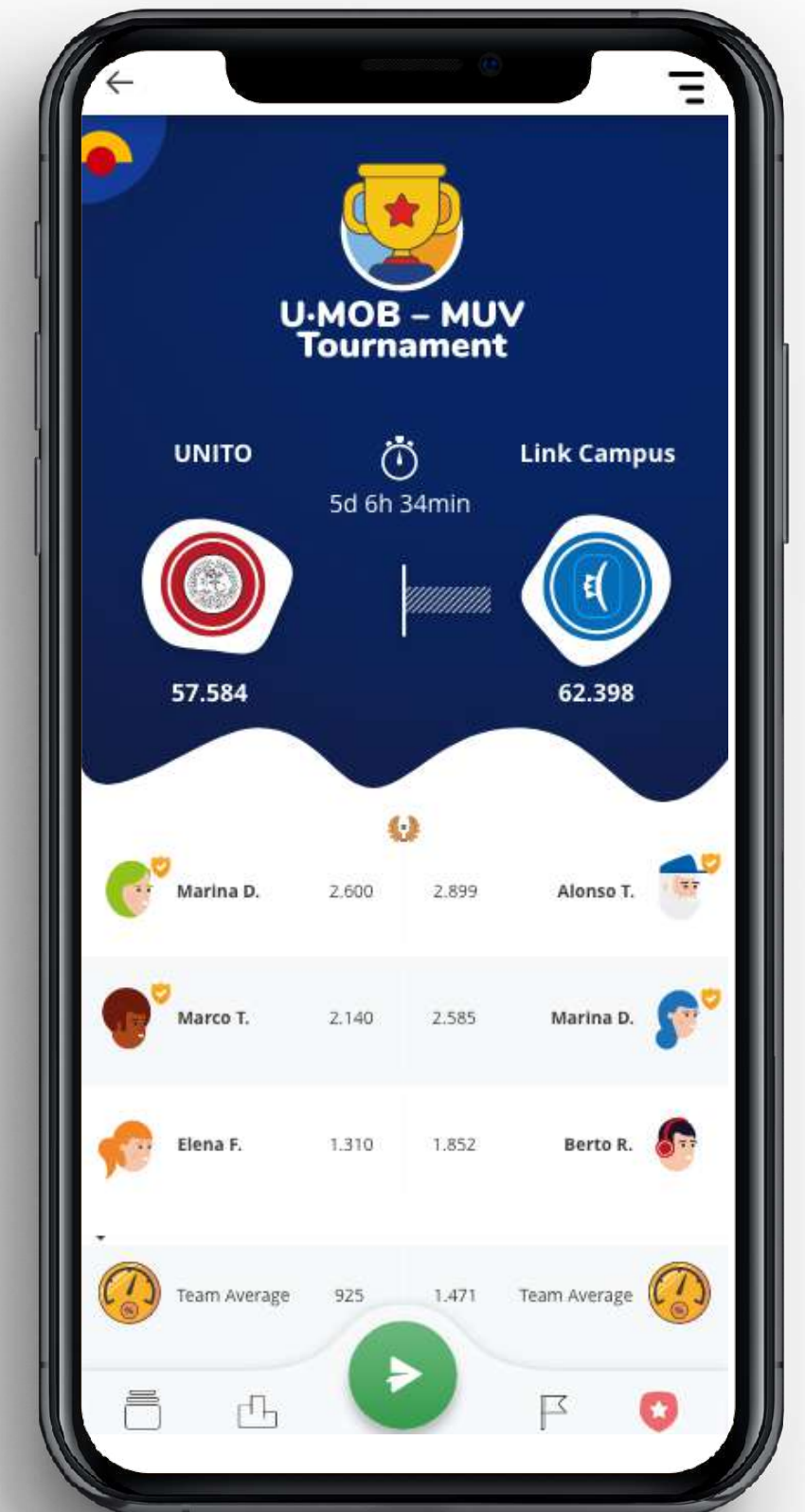




## U-MOB MUV TOURNAMENT

THE TOURNAMENT  
BETWEEN 16  
UNIVERSITIES OF  
EUROPE ON  
SUSTAINABLE MOBILITY.

THE AIM IS TO PURSUE A  
REDUCTION IN CO2  
EMISSIONS THROUGH  
IMPROVED MOBILITY OF  
THE UNIVERSITY  
COMMUNITY.





# U-MOB MUV TOURNAMENT

## 16 EUROPEAN UNIVERSITIES ENGAGED



# U-MOB MUV TOURNAMENT

## ROAD TO THE FINAL

| 1st Week |                                                                                     |                                            |         |
|----------|-------------------------------------------------------------------------------------|--------------------------------------------|---------|
| 1        |    | Universitat de Barcelona                   | 141.752 |
| 2        |    | Universit  di Parma                        | 136.304 |
| 3        |    | Universidad de Alicante                    | 135.661 |
| 4        |    | Universit  degli Studi di Torino           | 129.859 |
| 5        |    | Poznan University of Technology            | 105.286 |
| 6        |    | Universitat Polit cnica de Valencia        | 89.158  |
| 7        |    | Link Campus University                     | 77.915  |
| 8        |    | Universidad Las Palmas de Gran Canaria     | 71.237  |
| 9        |    | Universidad Miguel Hern ndez de Elche      | 44.192  |
| 10       |    | Politecnico di Torino                      | 36.696  |
| 11       |    | University North - Sveu iliste Sjever      | 35.216  |
| 12       |    | Universidade da Coru a                     | 17.290  |
| 13       |    | Universit  degli Studi Gabriele D'annunzio | 10.822  |
| 14       |    | Euskal Heeriko Unibersitatea               | 5.375   |
| 15       |  | Universidad de Navarra                     | 4.146   |
| 16       |  | Universidad de M laga                      | 204     |

| 2nd Week |                                                                                       |                                            |         |
|----------|---------------------------------------------------------------------------------------|--------------------------------------------|---------|
| 1        |    | Universitat de Barcelona                   | 316.825 |
| 2        |    | Universit  di Parma                        | 284.347 |
| 3        |    | Universidad de Alicante                    | 279.506 |
| 4        |    | Universit  degli Studi di Torino           | 275.572 |
| 5        |    | Poznan University of Technology            | 212.196 |
| 6        |    | Universitat Polit cnica de Valencia        | 179.176 |
| 7        |    | Link Campus University                     | 148.529 |
| 8        |    | Universidad Las Palmas de Gran Canaria     | 132.612 |
| 9        |    | Politecnico di Torino                      | 91.856  |
| 10       |    | University North - Sveu iliste Sjever      | 83.439  |
| 11       |    | Universidad Miguel Hern ndez de Elche      | 71.234  |
| 12       |    | Universidade da Coru a                     | 35.246  |
| 13       |    | Universidad de Navarra                     | 27.804  |
| 14       |    | Universit  degli Studi Gabriele D'annunzio | 22.403  |
| 15       |  | Euskal Heeriko Unibersitatea               | 5.475   |
| 16       |  | Universidad de M laga                      | 953     |

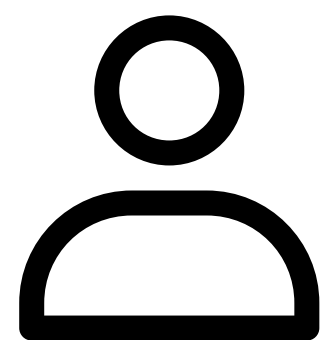
| Group Stage |                                                                                       |                                            |         |
|-------------|---------------------------------------------------------------------------------------|--------------------------------------------|---------|
| 1           |    | Universitat de Barcelona                   | 173.515 |
| 2           |    | Poznan University of Technology            | 120.680 |
| 3           |    | Universidade da Coru a                     | 39.245  |
| 4           |    | Universidad de M laga                      | 22.069  |
| 1           |    | Universit  di Parma                        | 170.750 |
| 2           |    | Universitat Polit cnica de Valencia        | 89.346  |
| 3           |    | Universidad Miguel Hern ndez de Elche      | 21.404  |
| 4           |    | Euskal Heeriko Unibersitatea               | 0       |
| 1           |    | Universidad de Alicante                    | 148.103 |
| 2           |    | Link Campus University                     | 91.155  |
| 3           |    | University North - Sveu iliste Sjever      | 67.898  |
| 4           |    | Universit  degli Studi Gabriele D'annunzio | 15      |
| 1           |    | Universit  degli Studi di Torino           | 139.024 |
| 2           |    | Universidad Las Palmas de Gran Canaria     | 103.487 |
| 3           |  | Politecnico di Torino                      | 102.506 |
| 4           |  | Universidad de Navarra                     | 17.219  |

| Group Stage |                                                                                     |                                            |                           |
|-------------|-------------------------------------------------------------------------------------|--------------------------------------------|---------------------------|
| 1           |  | Universitat de Barcelona                   | W L Points<br>2 0 320.126 |
| 2           |  | Poznan University of Technology            | 2 0 254.009               |
| 3           |  | Universidade da Coru a                     | 0 2 66.796                |
| 4           |  | Universidad de M laga                      | 0 2 51.806                |
| 1           |  | Universit  di Parma                        | W L Points<br>2 0 344.641 |
| 2           |  | Universitat Polit cnica de Valencia        | 2 0 184.503               |
| 3           |  | Universidad Miguel Hern ndez de Elche      | 0 2 36.194                |
| 4           |  | Euskal Heeriko Unibersitatea               | 0 2 27.194                |
| 1           |  | Universidad de Alicante                    | W L Points<br>2 0 278.628 |
| 2           |  | Link Campus University                     | 2 0 215.619               |
| 3           |  | University North - Sveu iliste Sjever      | 0 2 97.601                |
| 4           |  | Universit  degli Studi Gabriele D'annunzio | 0 2 27.329                |
| 1           |  | Universit  degli Studi di Torino           | W L Points<br>2 0 308.873 |
| 2           |  | Universidad Las Palmas de Gran Canaria     | 2 0 176.178               |
| 3           |  | Politecnico di Torino                      | 0 2 215.757               |
| 4           |  | Universidad de Navarra                     | 0 2 28.780                |

| Play-Off                                                                              |                                           |
|---------------------------------------------------------------------------------------|-------------------------------------------|
|  | Universit  degli studi di Parma           |
|  | Poznan University of Technology           |
|  | Universidad de Alicante                   |
|  | Universidad de Las Palmas de Gran Canaria |
|  | Universit  degli Studi di Torino          |
|  | Link Campus University                    |
|  | Universitat de Barcelona                  |
|  | Universitat Polit cnica de Valencia       |

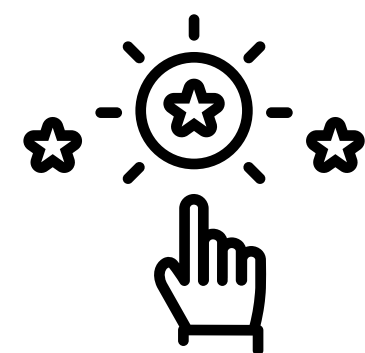


RESULTS & DATA



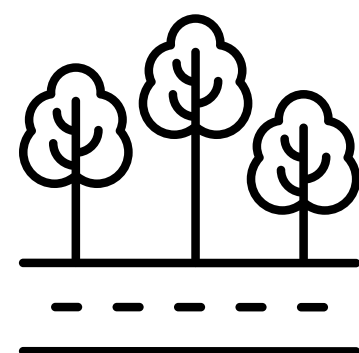
USERS

1.500



POINTS

184.000



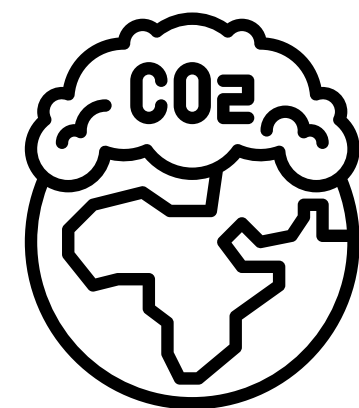
SUSTAINABLE KM

262.000



TRIPS

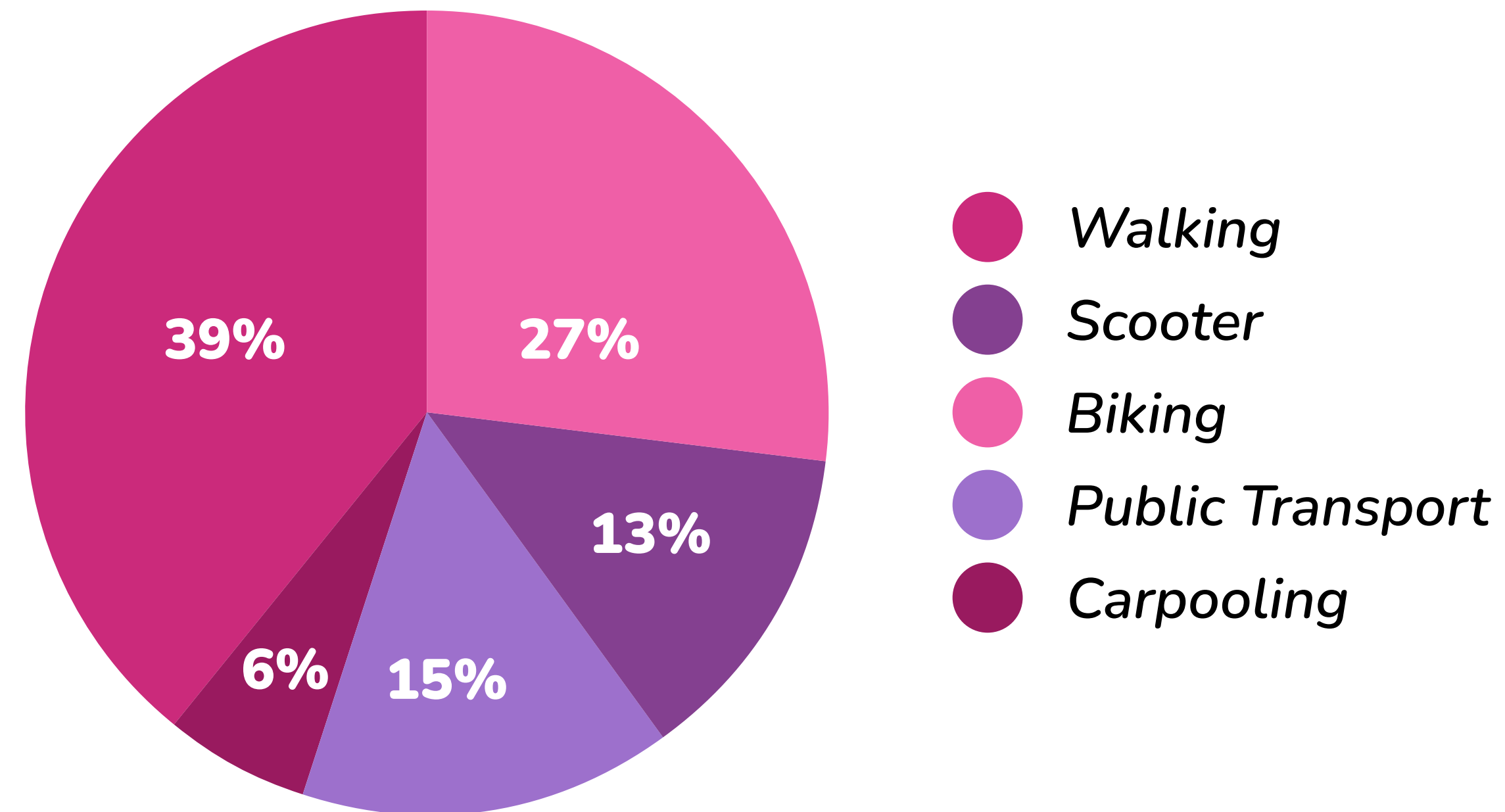
350.000



CO<sub>2</sub> SAVED

5 KG

## RESULTS & DATA





THE WINNER IS...



UNIVERSITY

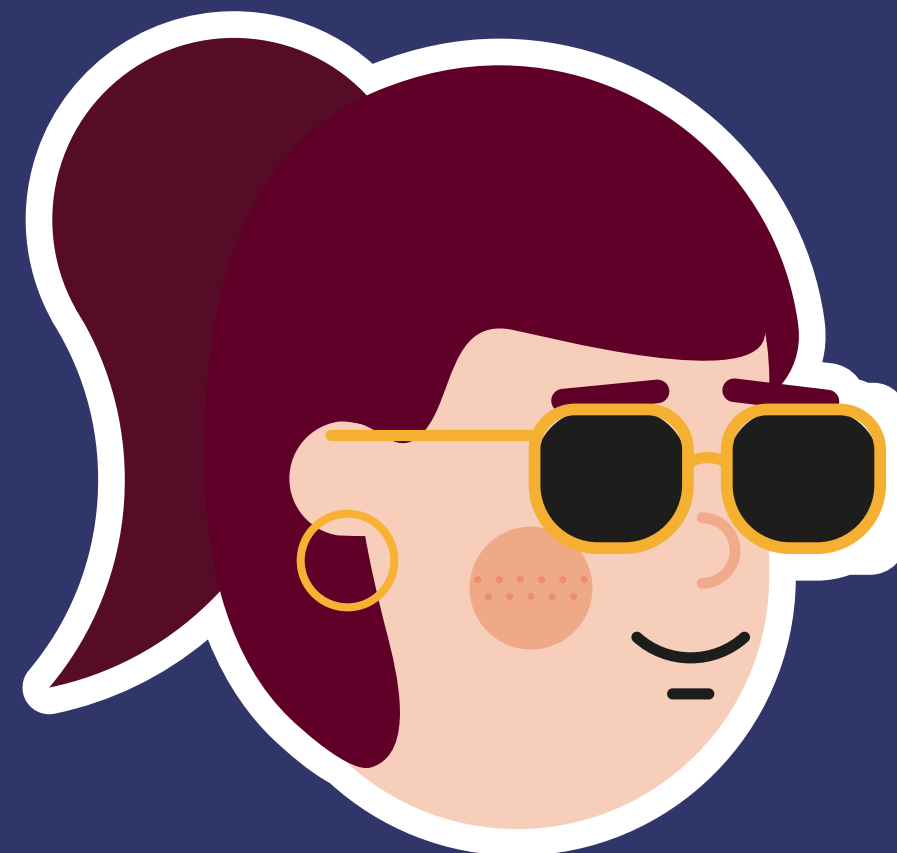
645.235

THE THREE BEST PLAYERS ARE...



PIPPETTO

645.235



JDUVANNA

645.235



JDUSEPPI

645.235

**FUTURE IS A TEAM SPORT.**



**JOIN**  
**[muvgame.com](https://muvgame.com)**

**MUV TURNS  
SAFE, SUSTAINABLE AND SMART  
MOBILITY INTO A TEAM SPORT.**

THE MOBILE GAME ALLOWS BRANDS AND ORGANISATIONS ACTIVELY ENGAGE THEIR AUDIENCE, PUSH THE TRANSITION TOWARD MORE SUSTAINABLE HABITS, CERTIFY CO<sub>2</sub> SAVINGS, AND SUPPORT MOBILITY DECISION-MAKING.



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