



The product idea: a novel digital interactive touch-screen device (totem) which acts as a collector of information related to air quality and transportation to be provided to the citizens of smart cities.

Our mission: bringing the problem of pollution from a global scale to a personal and local scale (neighborhood scale), providing pollution-related data in the form of information which is meaningful to the people

Our vision: People will use data about pollution as an input for everyday life decisions, as they do for weather-related information

The totem could integrate air pollution sensors and a traffic monitoring system and will show this information to the users as a mean to aware the citizens about the correlation between air quality and personal mobility. The device is thought to be placed around the city in areas which are critical from the point of view of air pollution and traffic management. Most of the additional information and services provided through the device will be related to transportation and will be designed in order to push people to choose sustainable transport systems: bus, tram, bike (and bike-sharing), electric car, etc...

Value proposition: Increase the number of users of public transport means (bus, bike sharing, ...) by enhancing citizens' awareness on air pollution issues.

Customers: Municipalities of metropolitan cities

The team engaged CSP as a key partner for the development of the project and for the realization of the mock-up to be presented on the Demo Day. The possibility to involve additional partners will be considered in order to build up a team able to eventually support the installation and maintenance of the infrastructure. A case study will be addressed to evaluate the minimum number of totems, their location and the infrastructure cost of a possible pilot project.

For a first look at a partial mock-up, click here: [https://invis.io/NY78A5B32#/156620249\\_Main1](https://invis.io/NY78A5B32#/156620249_Main1) (you can navigate through the interactive environment by clicking with the mouse on the various buttons, icons etc. Not all the functionalities are yet implemented, i.e. not all the buttons work!)