

# Amsterdam - The Netherlands

## Urban Mobility Incentive Exchange (UMIX)



**Code:** AM-UC04

**Brief:** Amsterdam's Urban Mobility Incentive Exchange (UMIX) gives employees tradable travel credits, tracked via an app, with rewards for underuse, costs for overspending, and visualized insights to guide improvements.



### Key Urban Challenges Addressed:

- While demand for transport increases, urban space remains scarce.
- The current approach to mobility aims at optimizing the journey for the individual, not the overall system.
- A demand-side approach is needed to optimize for the system (minimise negative public effects of mobility).

### Goals & Anticipated Benefits:

- Coordinate mobility demand towards a common goal
- Increase awareness of mobility impacts among users
- Test user acceptance of UMX across diverse users
- Encourage active, shared, and low-emission travel over private cars

### Ownership:

- **Technolution** will provide the credit balance and virtual market platform
- **Fynch** will handle trip tracking
- **TU Delft** is responsible for the credit distribution

### Infrastructure:

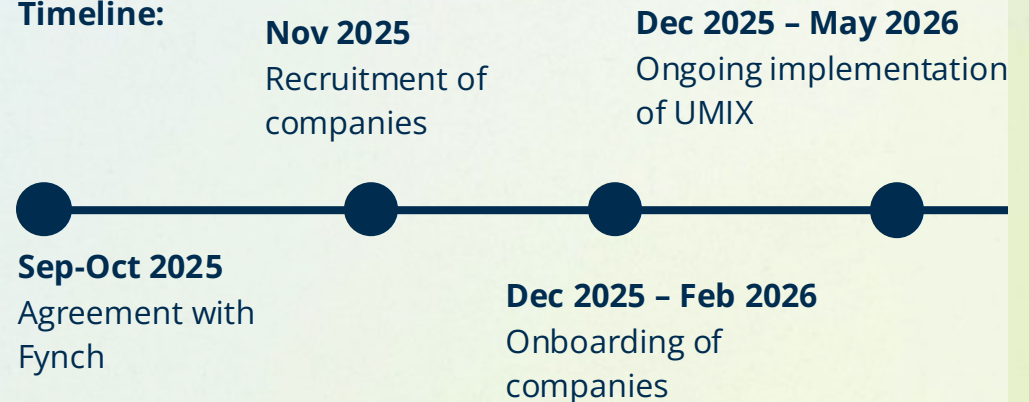
- **Fynch** tracks users' mobility activities and transport modes (walking, cycling, public transport, car)
- **Technolution** develops the mobility credit platform for checking balances, prices, and trading credits



### Location:

The location of the solution and its area of influence will depend on the partner organisations and the employees that will participate in the experiment.

### Timeline:



Co-funded by  
the European Union