

**PROJECT NAME**

Be.Neutral – Mobility Strategy for Carbon Neutrality in Cities

**TOTAL INVESTED IN THE STRATEGY** | 221.376.867,92€

**INVESTMENT BY DMS** | 965 917,40 €

**MEASURE** | Green Innovation for Businesses

**BENEFICIARY** | DMS - DISPLAYS & MOBILITY SOLUTIONS Limitada

**START DATE** | 1 October 2021

**COMPLETION DATE** | 31 December 2025

**TOTAL FINANCIAL SUPPORT TO THE STRATEGY** | 128.191.402,26€

**FINANCIAL SUPPORT TO DMS** | 662 452,93 €

**OBJECTIVES AND EXPECTED OUTCOMES**

Be.Neutral seeks to position Portugal as an exporter of cyber-physical zero-carbon mobility products to cities around the world. Its design arose from an opportunity to develop, industrialise, and operate new mobility products and services (physical devices, connectivity and data science platforms) that are able to quantify the emissions avoided in real time so as to accelerate carbon neutrality by 2030.

The participation of DMS seeks to develop an integrated first/last-mile mobility hub system. The proposed system consists of a network of modular and flexible infrastructures that aggregate demand for sustainable mobility services in cities. These infrastructures promote the adoption of eco-friendly and shared mobility modes, complementing public transportation. Additionally, the system is highly digital and provides easy access to real-time information about mobility services through interactive solutions.

The mobility hub is multifunctional, modular, scalable, sustainable, and offers a variety of services, including public transportation information and user experience enhancements.