29-30 October 2026 | Filoxenia Conference Centre
Nicosia, Cyprus

8th Conference
Sustainable Mobility
and Intelligent Transport
Systems

Care mobility and demand responsive transport: design, implementation and findings of the WeeDrive pilot

Maria Kamargianni
Director of MaaSLab, Hon. Professor University College London

George Kyriakou
CEO, EMEL



The Conference is implemented within the framework of the Cohesion Policy Programme "THALIA 2021–2027", Co-financed by the European Union.

Co-funded by the European Union

The challenge





Most of the cities around the world depend heavily on cars.

- Cities in Cyprus are not an exception.
- SUMP statistics show that around 92% of daily trips are contacted by cars, while public transport usage is low.

More than 40% of the trips families make are related to care-mobility (to escort family members to activities)

"Car is my second home."

"I barely have time to do something for myself or my household. Afternoons are for driving kids to activities."

"Walking or cycling are not always an option. Some activities are far away.

"I do not trust public transport buses for my kids."

"I work part-time now. When school-bell rings, I become a taxi driver for my kids."



metaCCAZE

Families’ requirements & solution

Safety

Inclusivity

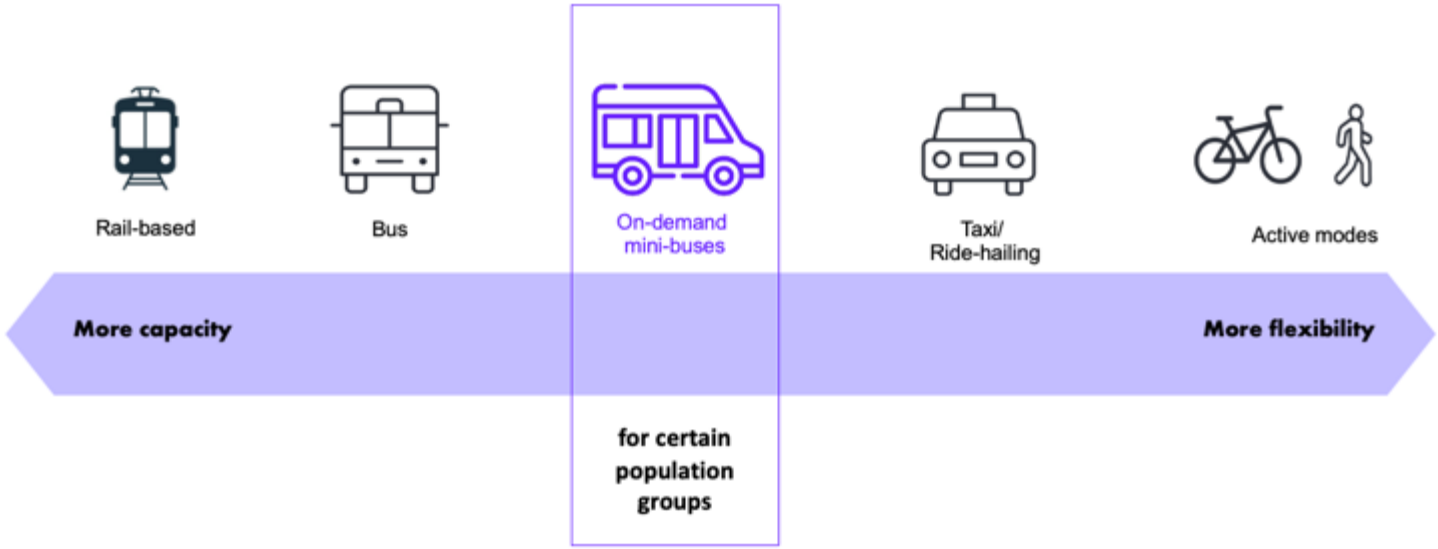
Panctuality

Trust

Secure

Flexible

Transparency



The technology behind

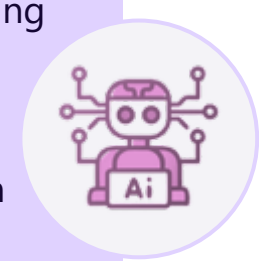
Fleet Operators

- Fleet management (conventional & electric)
- Fleet scheduling
- Fleet assignment
- Drivers management
- Infrastructure
- Monitoring
- Payments



Intelligence & Analytics

- AI dynamic routing
- Supply & demand matching
- Incidents identification
- Overall monitoring
- Payments handling
- Seamless integration with other modes
- Transport analytics



Give back to community

User App

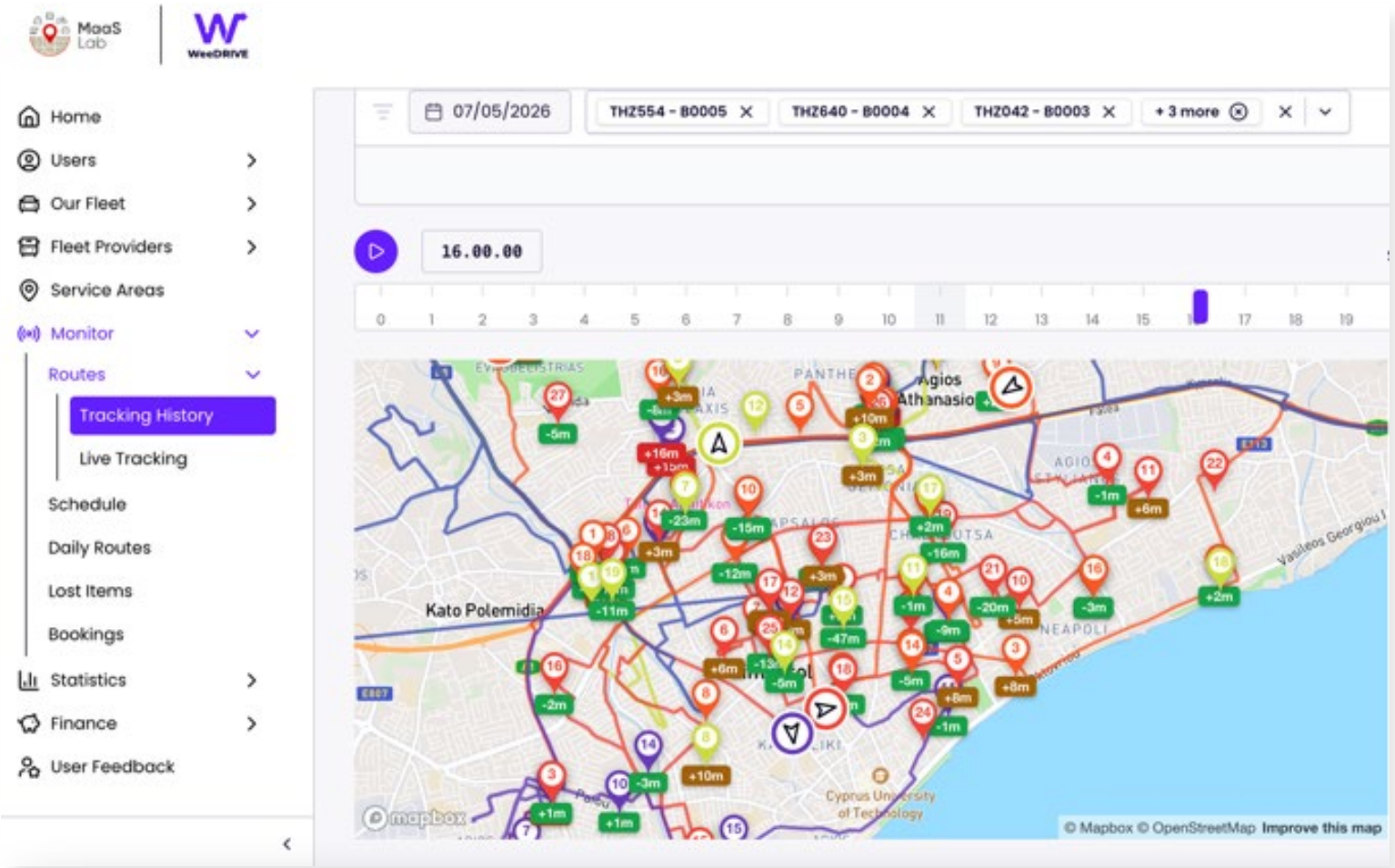
- Book rides
- Real time monitoring
- Family account
- Pay

Driver App

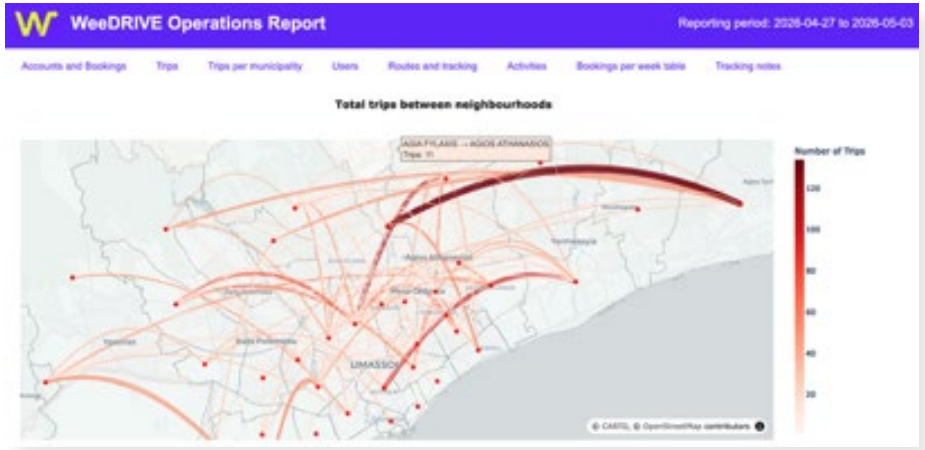
- Navigation
- Breaks
- Passenger verification
- Managing unexpected events

metaCCAZE

Business intelligence: Continuous learning







Results

School year: 2025-2026| Buses: 5
| Operating hours: 13:30-20:30

412
families use WeeDRIVE

456
kids use WeeDRIVE

5617
rides completed

5427
private vehicle trips removed

School year: September 2026 | Buses: 6
| Operating hours: 06:30-0:00, 13:30-20:30

859
families use WeeDRIVE

1224
kids use WeeDRIVE

3120
rides completed

3012
private vehicle trips removed

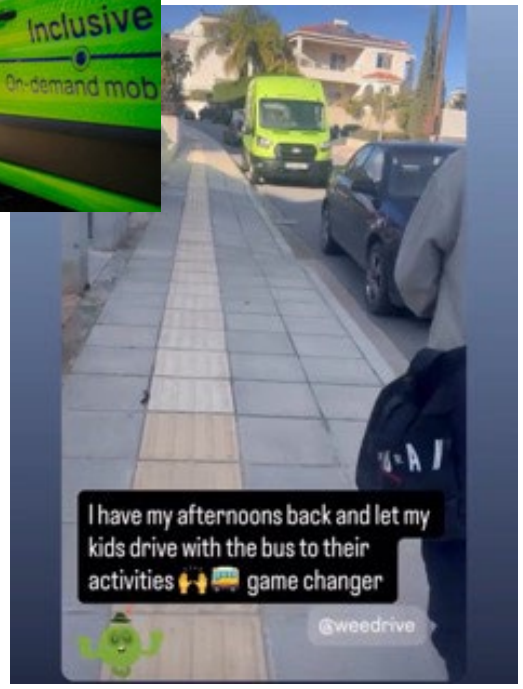
Co-creation → Development → Deployment → Impact

Drivers are very kind and chill, and bus is comfortbale

★ ★ ★ ★ ★





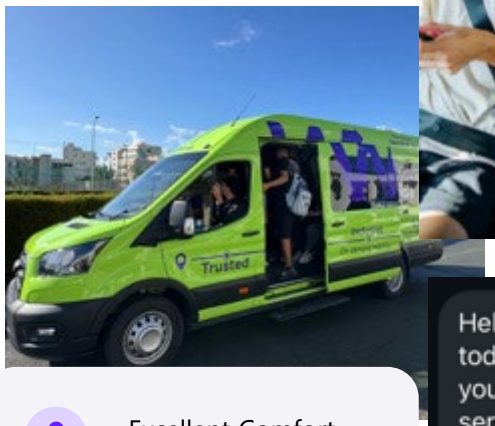


Happy new year to you all

Thank you for saving my life with your service ❤️

Happy New Year to you and your family too! May 2026 be full of health and happiness.

Thank you for trusting us from day 1 & for all the feedback you gave us ❤️



Excellent Comfort

★ ★ ★ ★ ★



Hello! My daughter used your services today for the first time and I can't praise you enough! Thank you for this amazing service! I have only one request: please, please extend this service to Ypsonas and Kolossi areas.

So grateful for this service for my boys. I am single working mum and you can not IMAGINE how much you are helping me

EFXARISTOOOOO





Challenges faced

- Educate citizens
- Policy frameworks & gaps
- Traffic conditions
- Door-to-door

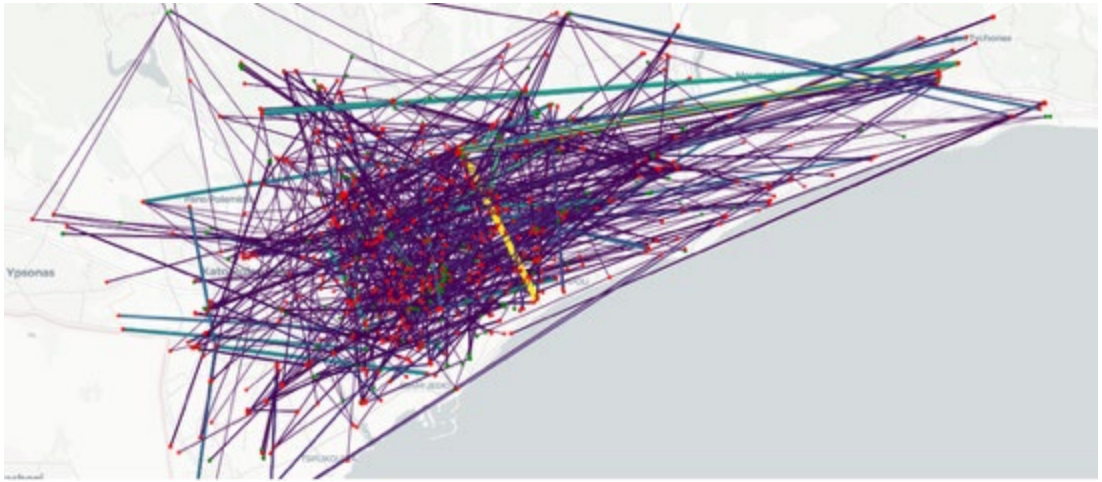
Next steps

- Integration and synchronization with public transport & other modes.

Public Transport Network



How students move with WeeDRIVE



Organisers

Ministry of Transport, Communications and Works

DEPARTMENT OF PUBLIC WORKS

SUSTAINABLE MOBILITY

Co-Organisers

University of Cyprus

ΚΟΙΟΣ

Supporters

ΕΤΕΚ



Thank you for your attention!

MaaS Lab

15 Years ΕΜΕΛ

metaCCAZE

The Conference is implemented within the framework of the Cohesion Policy Programme "THALIA 2021–2027", Co-financed by the European Union.