





# Smart mobility in the city – improving sustainability for and with citizens 2/10/2013

**Brest** 

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#### Intro



#### **Problem to solve**

- How to collect detailed and very location-specific information about daily mobility without spending 1000-s of euros?
- How to get the user-perspective?
- How to engage citizens in mobility planning?

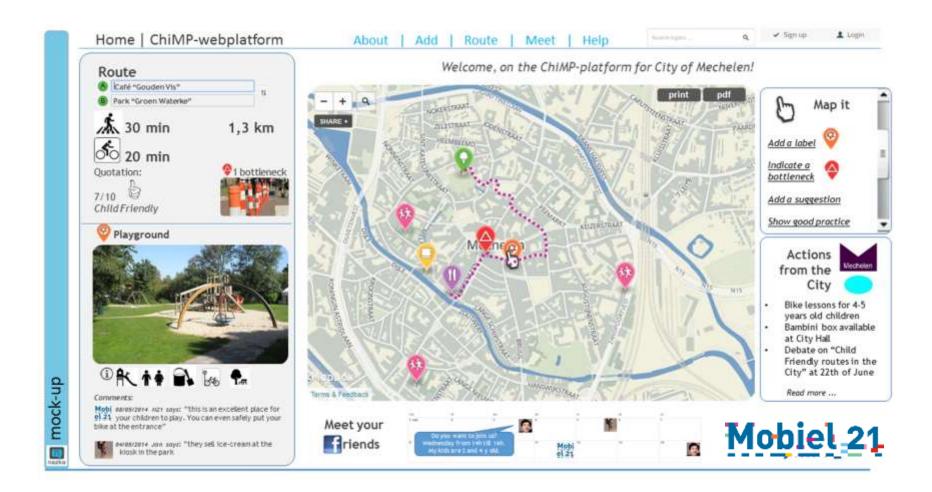
### Solution: crowd-sourced digital maps

#### **Target group:**

- Primarily: citizens (with digital ability), youngsters
- Secondarily: stakeholders, intermediary organisations

## Digital map with crowd-sourced info





## Thank you!

Jan Christiaens

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