



CIVITAS FORUM CONFERENCE 2013  
ROUND TABLE 'Smart Mobility in the City'

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# Round Table 'Smart Mobility in the City'



## Improving sustainability for and with citizens



# Agenda



## Introduction

- Problems and needs in urban travelling arising from a user perspective
- City of the future: trends in traffic and transport

## Smart Mobility solutions

- 7 speakers

## Questions and discussion

## Summary / conclusions

***Interaction is the key so please write down your questions and items for discussion!***

# Speakers



## Andrew Nash, [GreencityStreets.com](http://GreencityStreets.com)

- Interactive City Tools for Transport

## Marco Menichetti, [Fondazione Legambiente Innovazione](http://Fondazione Legambiente Innovazione)

- SUPERHUB project: a user centric approach to improve multimodal mobility

## Jan Christiaens, [MOBIEL21](http://MOBIEL21)

- Using crowd-sourced maps to gain citizen feedback

## DYN@MO cities

- Birgit Krücken: the “Super App” in Aachen
- Marcin Wolek: three-level transport model in Gdynia
- Vedrana Knežević : Koprivnica
- Emilio Lopez: digital services in Palma

## Problems and needs in urban travelling arising from a user perspective

- Accessibility (both for cars and public transport)
- Quality of life
- Safety

## City of the future: trends in traffic and transport

- Urbanization
- Availability of information and use of smartphones
- Flexibility in travelling
- Technology (in-car, traffic management)

## Other trends influencing city mobility

- Ageing society
- Economic crisis



# Smart Mobility solutions



**Smart Mobility solutions (or: measures) are developed to make travel and traffic easier, faster, safer, more sustainable and more comfortable**

**In cities, citizens are surrounded by technology – some examples:**

- Multimodal travel information on smartphones
- Virtual message signs indicating the fastest route for cars
- Traffic lights become more and more intelligent (dynamic, adaptive)
- Parking guidance systems

**Smart Mobility is about solving real problems faced by city residents**

- Smart Mobility is not about pushing technology
- Focus of round table is on the user perspective and not on the technical details



# Round Table 'Smart Mobility in the City'

**Thank you!**

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