



Urban Mobility



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# INNOVATION AND INNOVATIVE APPROACH TO SUSTAINABLE MOBILITY

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## TOPICS TODAY

- Why is **innovation** important for sustainable mobility?
- Where to expect **innovation** in urban mobility?
- How to introduce **innovation** to local urban mobility systems?



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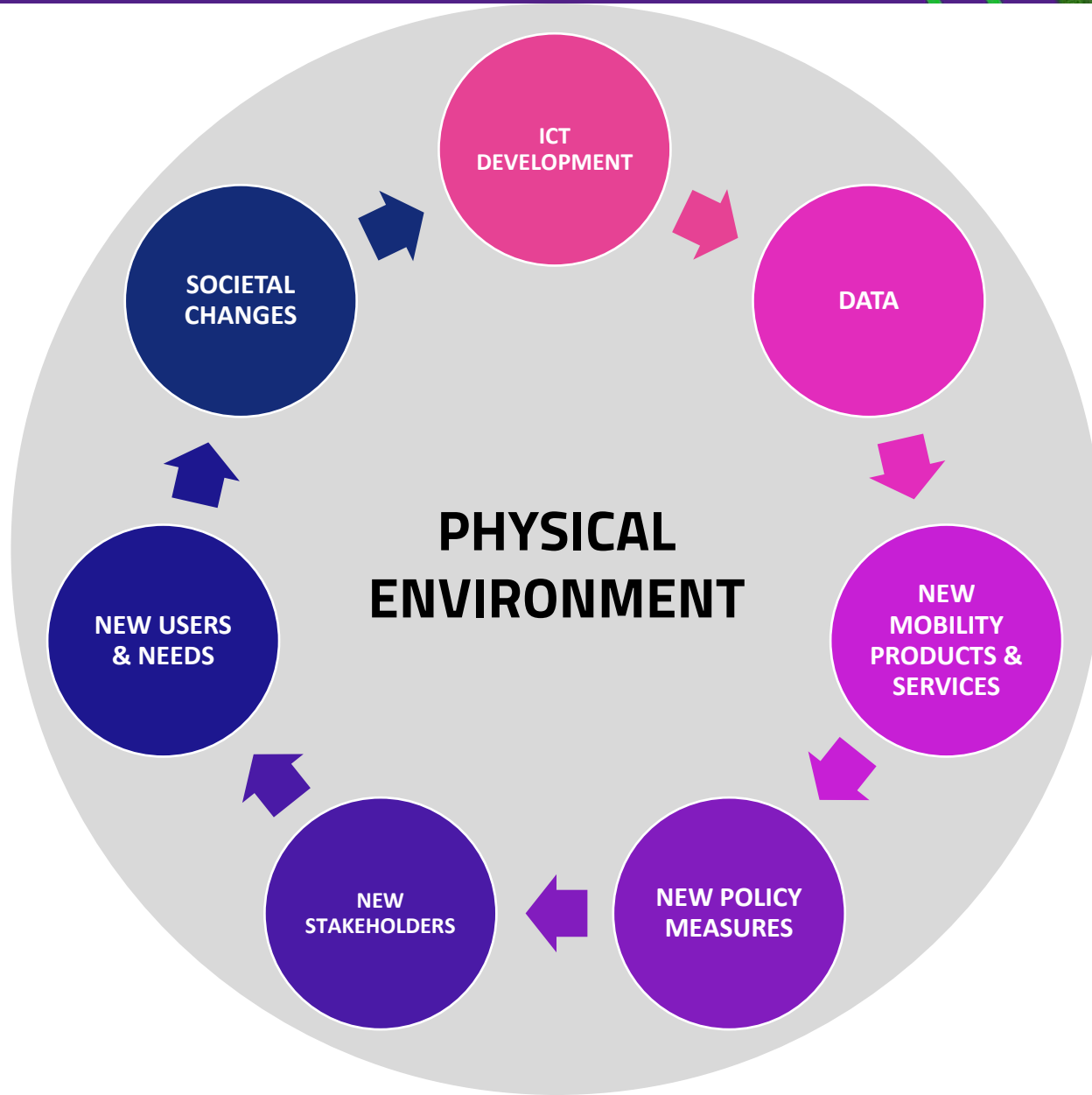


# Why is **#innovation** important for sustainable mobility?



**ACCELERATE2MOVE**

EIT UM FUTURE MOBILITY ACCELERATOR



MARKET - / PROFIT-RELATED OBJECTIVES

ENVIRONMENTAL OBJECTIVES

CLIMATE OBJECTIVES

SOCIAL EQUALITY OBJECTIVES ETC...

# Introducing innovation needs management!

**INTELLIGENT  
TRANSPORTATION  
SYSTEMS**

**AIR MOBILITY**

**ELECTRIC  
VEHICLES**

**DEMAND-  
RESPONSIVE  
TRANSPORTATION**

**MAAS  
(MOBILITY-AS-A-SERVICE)**

**ROUTE OPTIMISATION  
SYSTEMS**

**FREIGHT AND  
PASSENGER POOLING  
SERVICES**

**TRIP  
PLANNERS**

**AUTONOMOUS  
VEHICLES**

**SHARED  
TRANSPORTATION  
SERVICES**

**MICROMOBILITY  
SOLUTIONS**

**HYDROGEN**

Cities need to identify and evaluate primary smart mobility innovations from a context-based sustainability perspective...

**But how?!**



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# Where to expect # innovation in urban mobility?



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## WHAT CAN/WILL/MUST BE INNOVATED?

- **Planning processes**
- **Stakeholder management**
- **Transport services (and supporting services)**
- **Vehicles and infrastructure**
- **Business models**



# MAIN TECHNOLOGIES BEHIND THE SOLUTIONS

AI

v2x

5G

Blockchain

IoT

Web 3.0

## APPLICATIONS

- collect & interpret data coming from the transport network e.g., weather, traffic flows;
- predict future network conditions e.g., congestion;
- assist humans in making mobility-related decisions e.g., route & speed optimization;
- decentralize the urban mobility ecosystem by enabling the delivery of the mobility services over digital platforms, based on a pay-per-use business model;
- integrate public & private transport within the MaaS concept;
- enable an exchange of data between car & its surroundings (infrastructure)
- support the e-mobility uptake;
- support sustainable urban logistics;
- support the uptake of active mobility etc.



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# How to introduce **# innovation** to local urban mobility systems?



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What is the **role of the cities and regions** in developing innovation and innovative approaches?

Is innovation only suitable for **big cities**?

How can cities finance **testing before investing**?

How to **plan innovation**?

## LIVING LABS & STAKEHOLDER COOPERATION

- concept used mainly in the context of collaborative innovation to solve complex societal challenges.
- user-centred, open innovation ecosystems based on systematic user co-creation approach, integrating research and innovation processes in real life communities and settings
- Living labs put together citizens, academia, companies, cities and regions for joint value co-creation, rapid prototyping, and/or validation to scale-up innovation.

# LIVING LABS

- Public authority
- PPP
- Industry
- Academy
- Consulting company

<https://livinglabs.eitum.eu/map/>

<https://livinglabs.eitum.eu/tools/>

[https://www.ltu.se/cms\\_fs/1.101555!/file/LivingLabsMethodologyBook\\_web.pdf](https://www.ltu.se/cms_fs/1.101555!/file/LivingLabsMethodologyBook_web.pdf)



## FINANCING OF INNOVATION PILOTING/TESTING

- [LIFE \(Climate Change Mitigation\)](#)
- [European Climate Initiative \(EUKI\)](#)
- [INTERREG](#) (Europe, Euro-MED, CBC, Danube Transnational Programme, Central Europe, Adrion)
- [Connecting Europe Facility \(CEF\)](#) – gradovi na TEN-T koridorima (urbana čvorišta)
- [Horizon Europe](#)
- [European Urban Initiative \(EUI\)](#) (gradovi od 50 000 stanovnika)
- [URBACT](#)
- [CIVITAS, CIVINET SI-HR-JIE\\*](#)
- [European City Facility \(EUCF\)](#)
- [Invest EU](#)
- [EIT Urban Mobility](#)



# Thank you!

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