

# MODALSHIFT

Multimodal Optimisation leveraging Data Acquisition from Local Stakeholders towards a Holistic Improvement of Freight and People Transport

## Two use cases

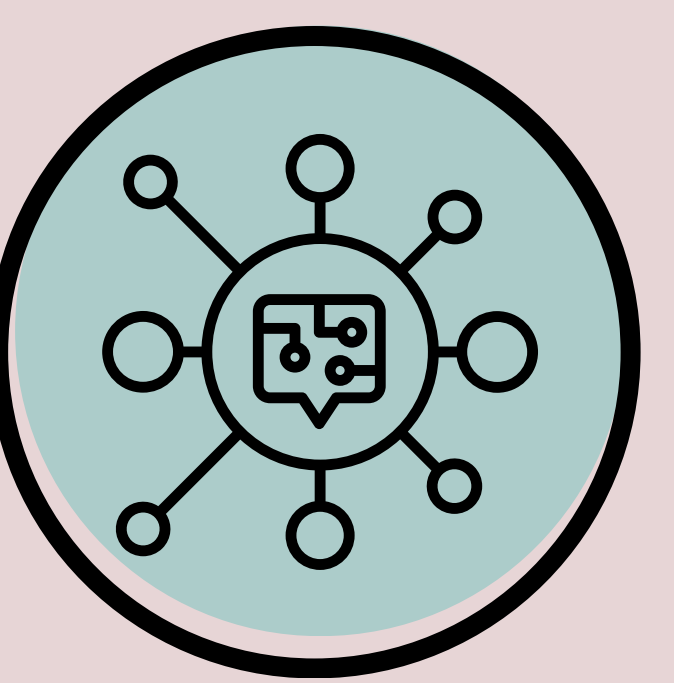
### 1 DIGITAL TWIN OF MADRID'S TRANSPORT NETWORK

*Creation of a digital twin virtually representing the Madrid transport system using open mobility data*



### 2 MULTIMODAL HUB INTEGRATION AT ESTACIÓN SUR

*Integration of passenger & freight transport within the Estación Sur transport hub*



## OBJECTIVES

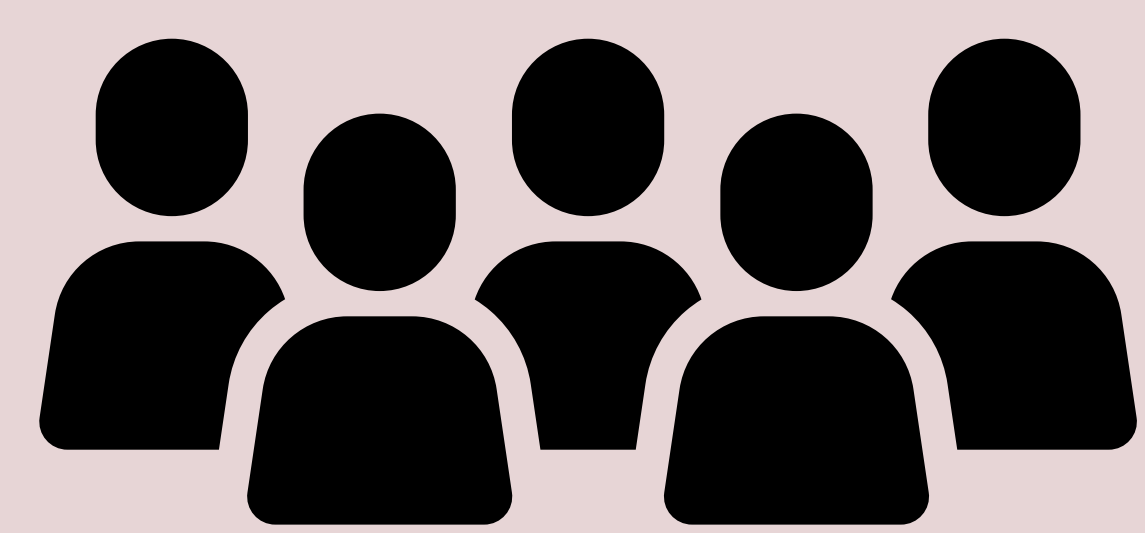
- Reduce connection delays for passengers through coordinated multimodal services
- Introduce Capacity-as-a-Service (Caas), using available space in public transport vehicles to transport freight



Who?

1

**CITIZENS OF THE MADRID METROPOLITAN AREA**



2

**FREIGHT COMPANIES AND PUBLIC TRANSPORT OPERATORS**



3

**PUBLIC AUTHORITIES**



## USE CASES DETAILS

**AREA  
INHABITANTS**

**8,000 KM<sup>2</sup>  
6,7 MILLION**



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