

# MODALSHIFT

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

## TWO USE CASES

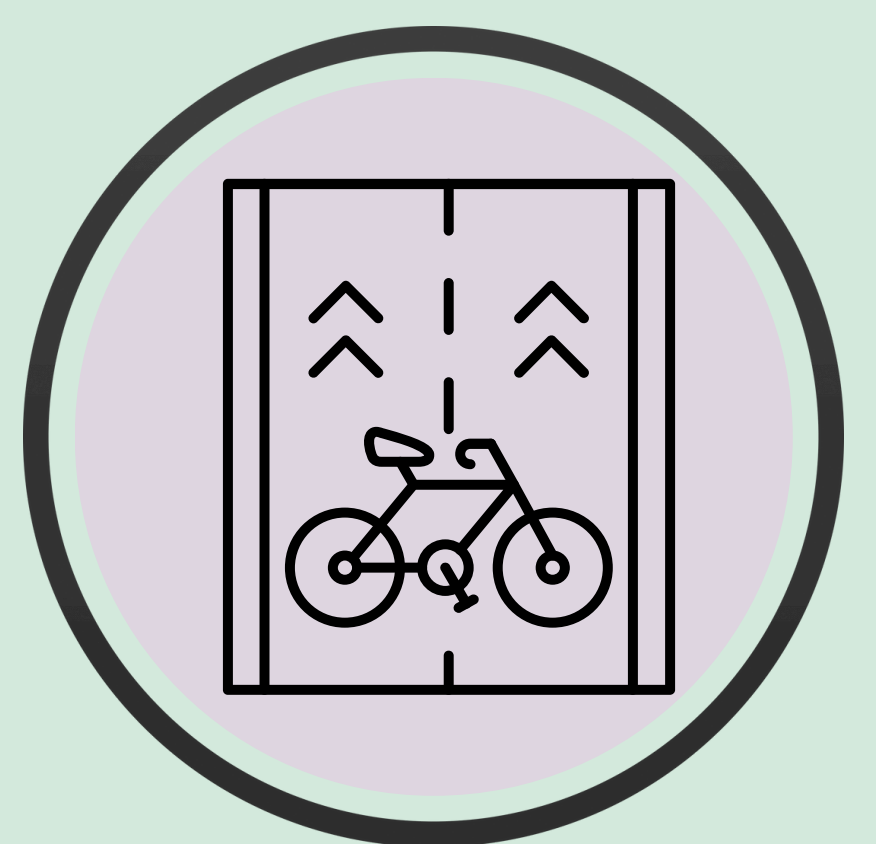
### 1 LOW-CARBON URBAN FREIGHT VIA CARGO-BIKE OPTIMISATION

*Sensors deployment on the bikes and introduction of a Track & Trace & Monitoring (T&T&M) system combined with a Horeca-oriented “pay-per-use” sharing model*



### 2 ENHANCING PUBLIC TRANSPORT AND ACTIVE MOBILITY

*Adaptation of public transport and active mobility schedules/services to seasonal demand patterns and upcoming bike-lane developments*



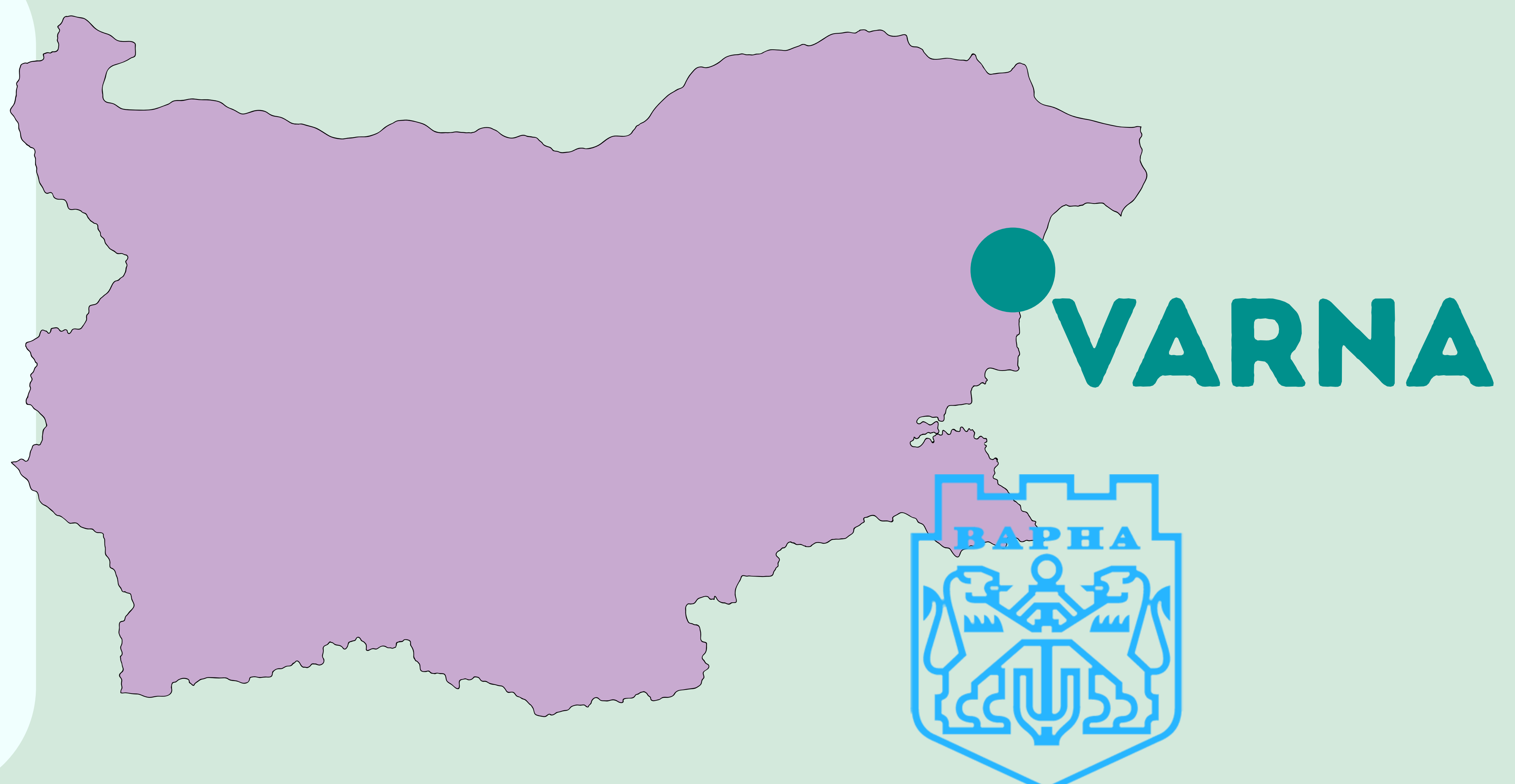
## OBJECTIVES

- *To enhance sustainable urban mobility and to reduce congestion in Varna by strenghtening low-carbon logistics, improving intermodality, active mobility and upgrading the city’s data and digital infrastructure.*
- *To enable evidence-based transport management, support seasonal demand peaks and increase the efficiency, resilience, and sustainability of Varna’s overall mobility system.*

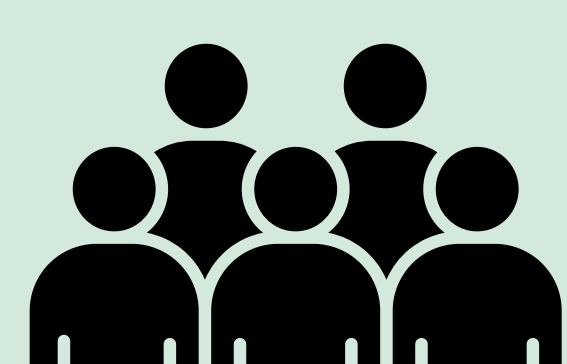
## USE CASES DETAILS

**AREA** 238 KM<sup>2</sup>

**INHABITANTS** 323,000

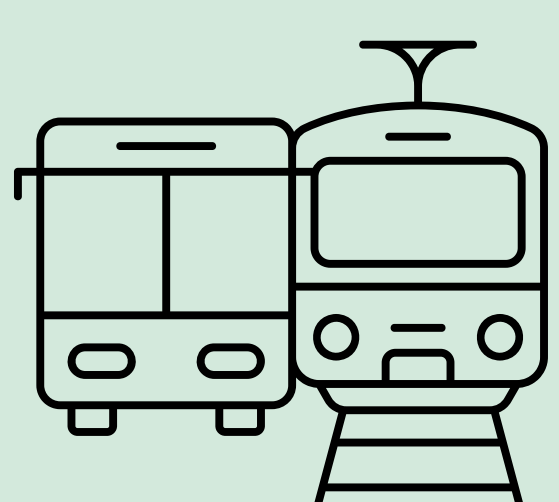


Who?



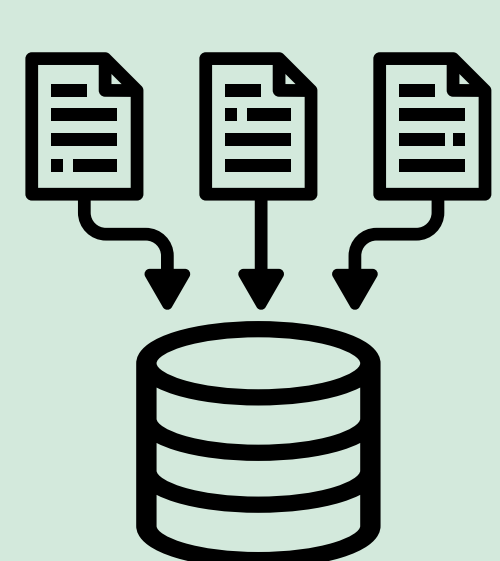
**VARNA INHABITANTS AND LOCAL COMMERCIAL SHOPS**

1



**INSTITUTIONAL AND OPERATIONAL INSTITUTIONS**

2



**LOCAL COMPANIES SUPPORTING DATA COLLECTION**

3



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