



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

TWO USE CASES

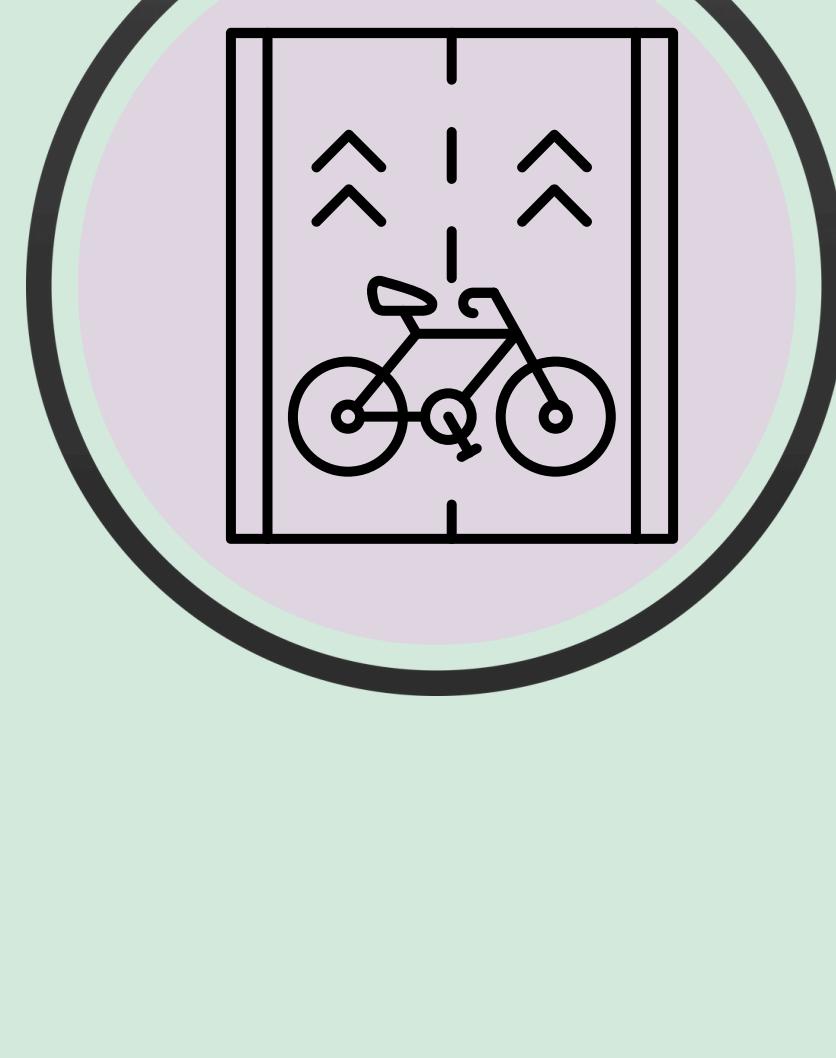
1 LOW-CARBON URBAN FREIGHT VIA CARGO-BIKE OPTIMISATION

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



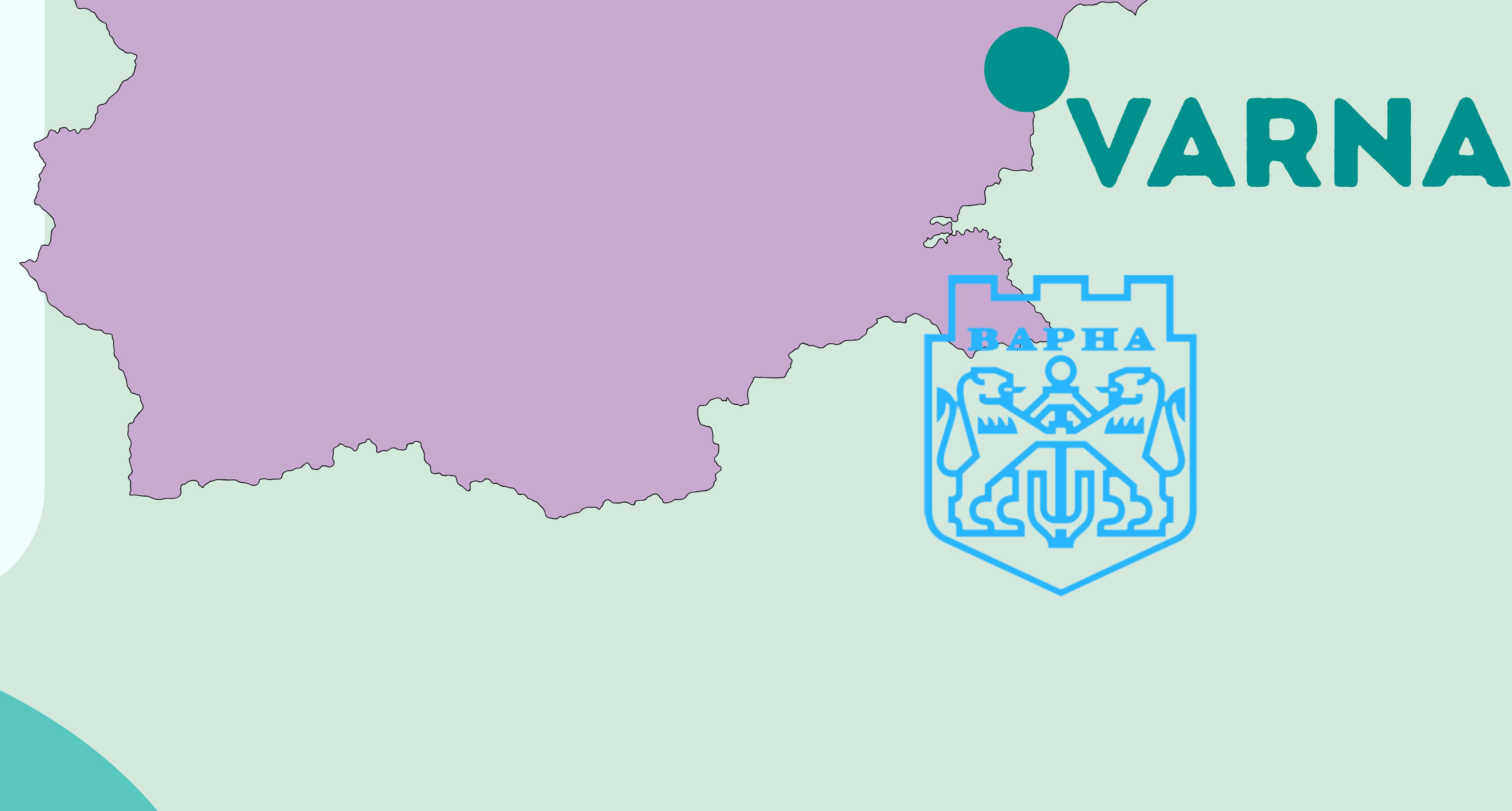
OBJECTIVES

- To enhance sustainable urban mobility and to reduce congestion in Varna by strengthening 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.

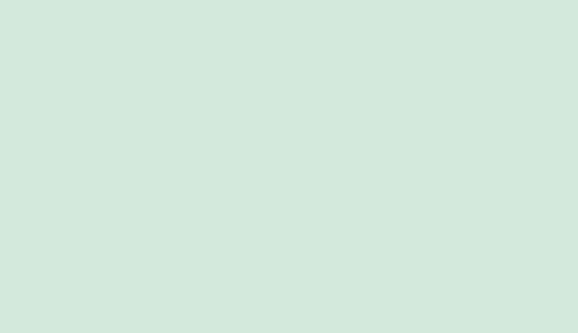
USE CASES DETAILS

AREA 238 KM²

INHABITANTS 323,000

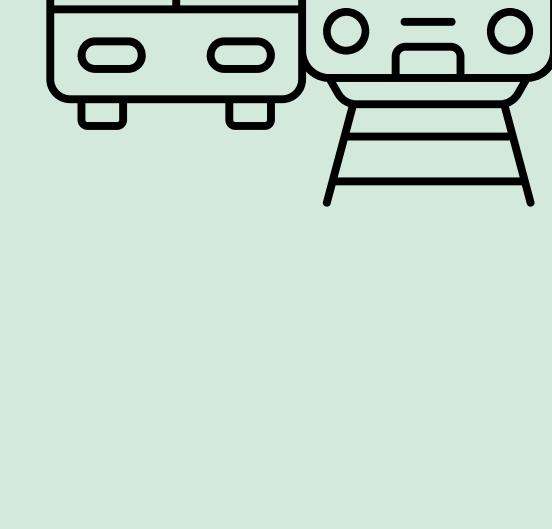


Who?



VARNA INHABITANTS AND LOCAL COMMERCIAL SHOPS

1



INSTITUTIONAL AND OPERATIONAL INSTITUTIONS

2



LOCAL COMPANIES SUPPORTING DATA COLLECTION

3