



# CHANGE THE WORLD

 smart city expo  
WORLD CONGRESS

18-20 November 2014

  
Fira Barcelona

**CHANGE  
THE WORLD**



smart city expo  
WORLD CONGRESS

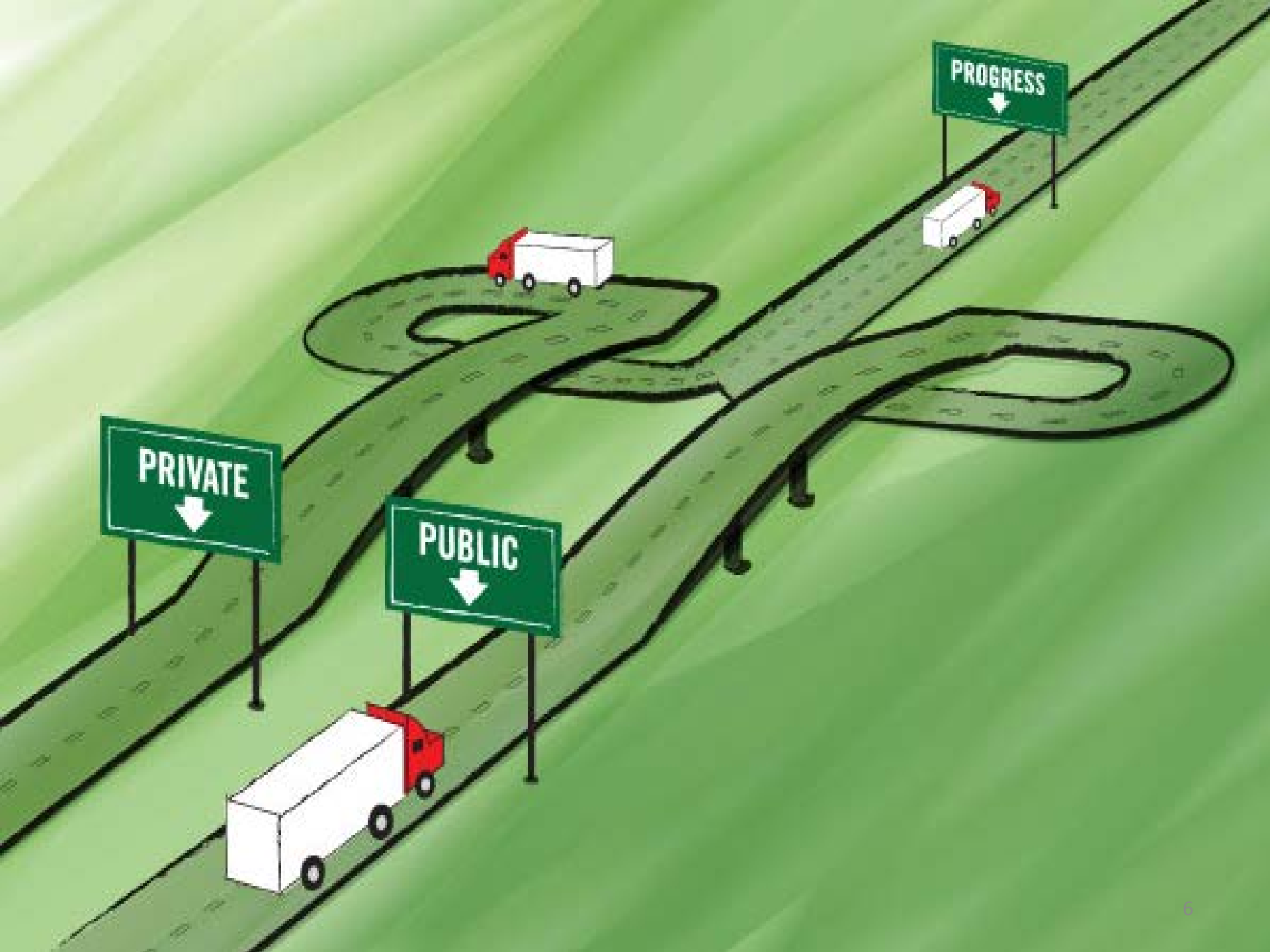
# **MyWay**

**European Mobility Resource Manager**



**i**  **me**







**Global**



**Local**



# MyWay Living Labs



**Barcelona/Catalonia.** Urban and regional mobility, highly personalised multi-modal travel services: bus/metro/train, bike sharing, EV scooter sharing (MOTIT), DRT schemes.

*Local stakeholders:* GENCAT, ATM, Going Green



**Berlin.** Metropolitan area. Intermodal travel services, high-level availability of ITS services; intermodal info services (bus/metro/train), car pooling/sharing, bike sharing

*Local stakeholders:* VMZ Berlin, FhG FOKUS



**Trikala (GR).** Mid-size town, regional seasonal peak mobility, elderly services, students mobility; regular PT, private mobility, spontaneous social mobility (car pooling). Evaluation of scalability of services

*Local stakeholders:* e-Trikala, ICCS

Living Labs  
approach

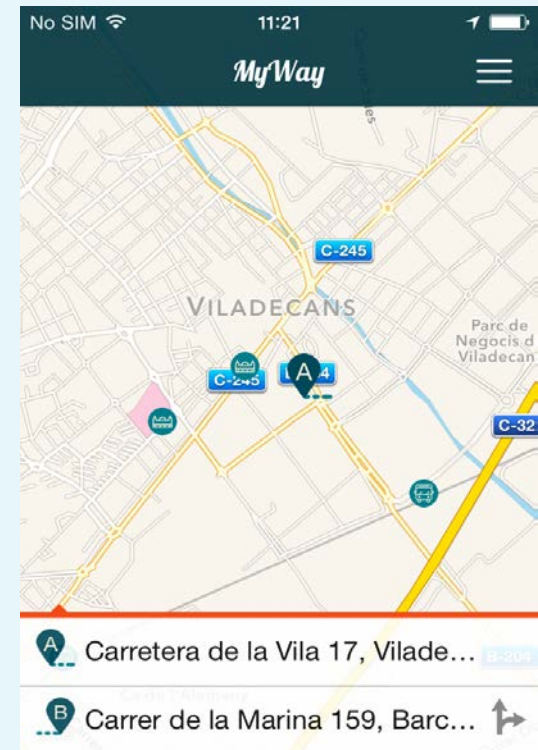




## NEXT STEPS

Pre-trial in November-December 2014

Trial phase in Spring 2015 (be the first one!)





# THANKS

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