

Sofia

Next generation of city mobility

22. september 2021

EUSDR Thematic Conference on Innovation & Digitization





SPEAKER'S NAME: Stanimir Kabaivanov
POSITION: Professor in Finance
ORGANISATION:
University of Plovdiv, SofiaLab



СОФИЙСКИ
УНИВЕРСИТЕТ



„СВ. КЛИМЕНТ
ОХРИДСКИ“
основан 1888 г.



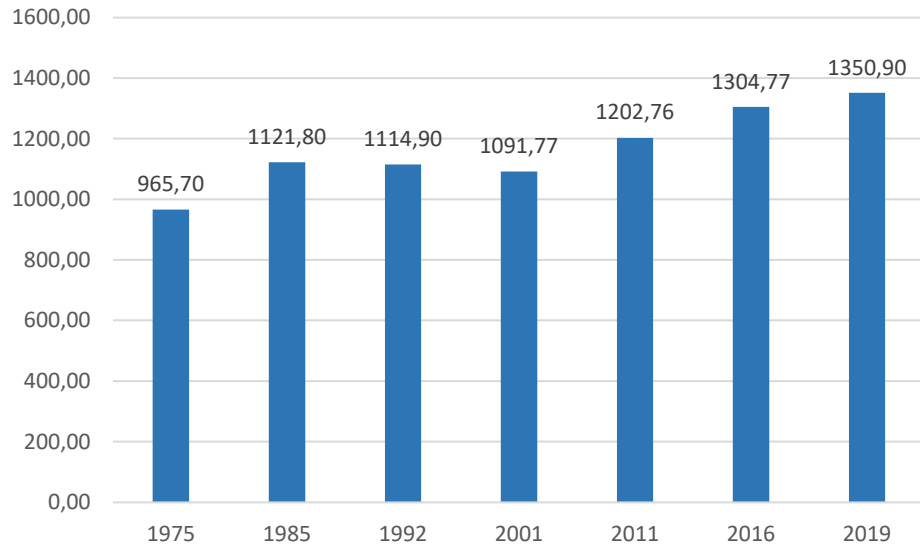
What are we trying to solve with INNOAIR?

Pollution and air quality have been a major issue in Sofia for a very long time:

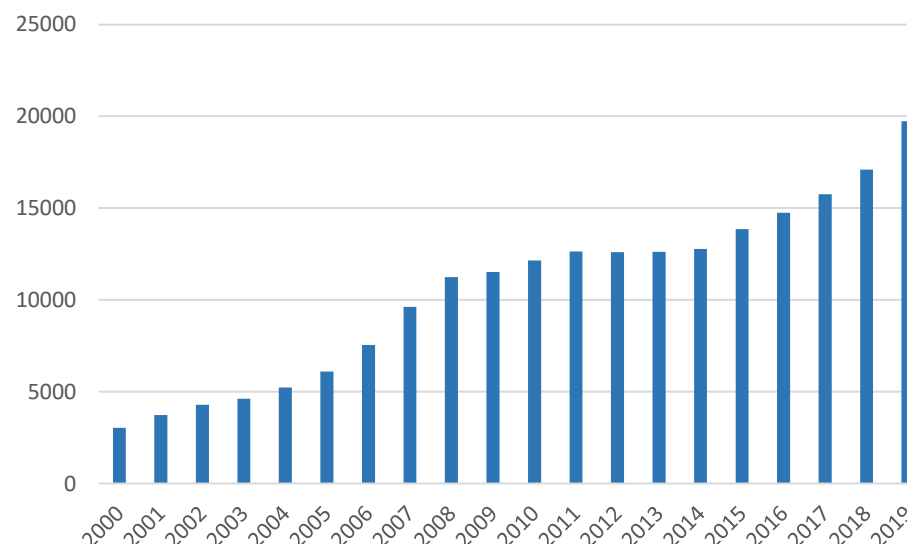
- Come to Bulgaria – your old car is already here!
 - 550-600 automobiles per 1000 citizens;
 - Over 25% of them are 20+ years, yet another 60% are 10+ years old;
- Rapid increase in population and economic activity;



Population (in thousands)



GDP per capital in EUR

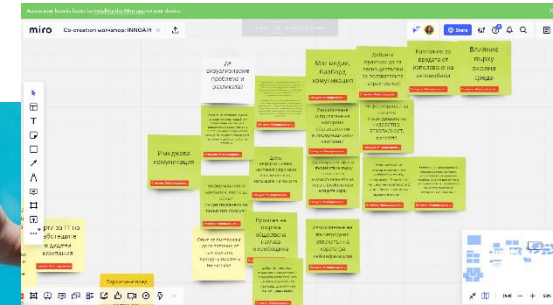


Main added value



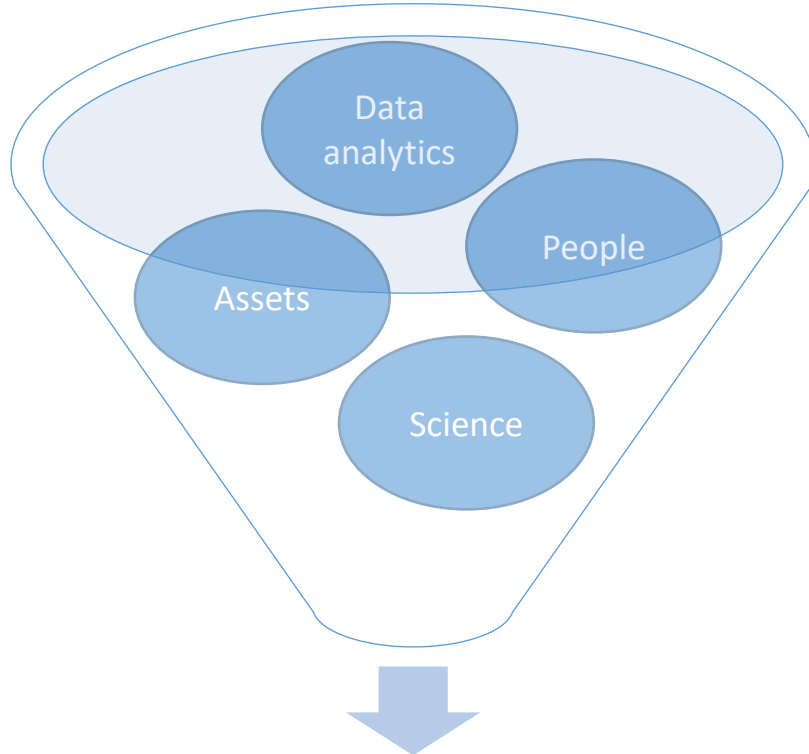
While there are factors contribution to pollution and air quality that are beyond control (like geographical location, temperature inversions and wind direction), we strive to provide the following innovative solutions:

- Carbon neutral, on-demand public transportation options.
- Flexible models for congestion charges.
- Low emission zones and air quality models.
- Green corridors for active transportation.



All we want is stuff that works – technology meets with timing and resource constraints....

Road to success can be carbon neutral



Key ingredients for a green on-demand transportation

- Assets
 - EV to back up new transportation routes;
 - One size can't fit all – integrate transportation options;
- Data analytics
 - Information is available but has to be put together;
 - Different stakeholders need different kind of outputs;
- People and empowerment
 - Technology is the key that people need to turn on;
 - Get to know the benefits, then act;
- Courage and curiosity
 - Universities are more than science hubs – enter the youth;
 - Understanding air pollution – from science to solutions;

INNOvate

- Adaptive and intelligent routing.
- Passenger satisfaction metrics that work.
- Mobile-friendly on-demand transportation.
- Non-intrusive vehicle emission monitoring.
- Air quality metrics and weather forecasts.

All-in-one decision support dashboards



Lessons learned and recommendations

- **INNOAIR would not be possible without UIA programme, including know-how and support!**
- **Innovation is a complex process and involves multiple area and stakeholders.**
- **Social acceptance is a must, communication and external monitoring are of great importance**
- **Innovation measurement is sometimes discouraging.**
- **The Danube strategy support of initiatives which allow shared risk is important!**
- **The priorities of the Strategy should be well-defined and match the recipient needs.**
- **Knowledge and experience exchange for inclusion priority should be stressed out.**
- **The European innovation scoreboard could also give more weight on progress – e.g. delta-s.**

The image features a dark blue background with abstract geometric patterns in yellow, blue, and white. In the top-left corner, there is a cluster of shapes including a yellow semi-circle, a blue triangle, a white semi-circle, and a white checkerboard pattern. Below this, there are more yellow and blue shapes, including a yellow diamond. In the bottom-right corner, there is a larger, more complex arrangement of shapes, including a white checkerboard pattern, blue squares, and a large white circle with a yellow center. The text "Thank you for your attention" is centered in the middle of the image in a white, sans-serif font.

**Thank you for your
attention**