

INNOAIR
СОФИЯ/SOFIA



ПЛОВДИВСКИ
УНИВЕРСИТЕТ
1961
ПАИСИЙ
ХИЛЕНДАРСКИ



ГРАЖДАНИТЕ- АВТОРИ И ПОСЛАНИЦИ НА ИНОВАЦИИТЕ СТУДЕНТСКИ ИДЕИ

**Уебинар „Диалог и сътрудничество с гражданите
за устойчив транспорт и по-чист въздух“
26.04.2023 г.**

СТУДЕНТИТЕ СПОДЕЛЯТ... (СЕМИНАРНО УПРАЖНЕНИЕ INNOAIR)

Необходимост от промяна

SAVE THE PLANET

- Транспортът замърсява околната среда
- Качеството на въздуха в големите градове все още е един от най-големите здравни проблеми в целия свят
- Склонността на хората да използват моторни превозни средства води до прекомерна употреба на гориво
- За периода от 1990 г. – 2007 г. емисиите от въглероден диоксид са се увеличили с 45% и се очаква да продължава да нараства процента с още около 40% до 2030 г.

Какво е интелигентен автобус?

- ▶ Смарт автобус е автобус, който адаптира маршрути и графици, за да вземете пътници, и в същото време не влошава качеството на обслужване на пътниците на борда.
- ▶ Автобусите са оптимизирани, удобни, надеждни и видими за пътника.
- ▶ Подобривайки видимостта за интелигентните автобуси, пътниците могат да увеличат производителността, като знаят точно кога и къде ще се появи автобусът – без повече чакане в дъжда на автобусната спирка!

СТУДЕНТИТЕ СПОДЕЛЯТ... (СЕМИНАРНО УПРАЖНЕНИЕ INNOAIR)

6. Мобилното приложение „Sofia Coin“

- ▶ Мобилно приложение за насърчване на гражданите към екологични начини на придвижване
- ▶ Разходка или каране
- ▶ Каране – с велосипед, електрически скутер и електрическо колело
- ▶ По-чист въздух и по-активен начин на живот
- ▶ Награди за изминат маршрут
- ▶ Най-използваните маршрути от гражданите
- ▶ Положителен ефект върху околната среда

КАКВО Е ИНОЕЪР?

- ▶ **ИНОЕЪР** е първият български проект, финансиран от инициативата "Иновативни дейности за градски развитие" (Urban Innovative Actions) на ЕС, която дава възможност на големите европейски градове да тестват иновативни, креативни, но и рискови решения на градски предизвикателства. ИНОЕЪР ще приложи експериментално мерки в тематичната област „качеството на въздуха“ и по-специално „иновативни решения за мобилност и зелено придвижване“.
- ▶ Проектът предлага набор от инструменти, които ще намалят придвижването на единични превозни средства и ще подобрят качеството на въздуха в града.

Participants in the second meeting: Берканд Мустафа, Олег Пенев, Радун Мутаев, Елеонора Лалева, Аксел Манат, Лилян Апостол..., Магдалена Кирч..., 16 others, You.

СТУДЕНТИТЕ ПРЕДАВАТ... (ДОБРИ ПРАКТИКИ ОТ ФРАНЦИЯ)



Consumer
Behavior course



Who am I?

My name is Marie Jauniau. I am 20 years old and I am a student in marketing. I am studying in Paris in the University Sorbonne Paris Nord. Currently I am an Erasmus student at the Faculty of Economics and Social Sciences at Plovdiv University "Paisii Hilendarski". Later, I would like to work in the digital marketing or in the communication since I am very creative.



The green transports in Paris

A. The public transports

The 100% electrical buses

In 2016, The first 100% electrical bus was put to use in the public transport service of Paris. Then, more and more buses became 100% electrical. The aim of this new service is to reduce the carbon footprint, produce by vehicles like cars and traditional buses.



The subway



The subway of Paris is composed of 16 lines. It is the most used transport mode in the city.

Tramway



Between the bus and the subway, the tramway is part of the multiple transport modes in Paris. There are in total 11 lines in the city.

Public bikes and scooters



In Paris, a lot of bikes and scooters are available for everyone. It is an incitement to use green transport. Indeed, these ones are very ecological and even have health benefits.

СТУДЕНТИТЕ ПРЕДАВАТ... (ДОБРИ ПРАКТИКИ ОТ ФРАНЦИЯ)



F. Final observations and recommendations

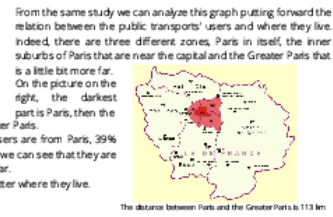
- First, one of the critics that could be made to the public transports is the comfort and the cleanliness. I recommend in order to overcome this to hire **more cleaning staff**, for it to be more present in the stations and clean every two or three hours instead of just in the morning or in the evening.
- For the problems regarding the bikes and the scooters that are often find broken maybe some informations on the application could be used to **punish this act with a fine** send to the customer who did it or directly took on his bank account. The other users that are finding broken bikes and scooters could denounce it by sending a photo of it, since there are geo located the company could find who did this.
- Still in order to make the transports more comfortable, I recommend to increase the security in the stations by hiring more staff like **agents that could be present in the stations** in order to take actions when an incident is taking place.
- Regarding the **convenience** of the public transports I recommend to try to solve the **regular problems** occurring often in the transports. For example there are a lot of electrical breakdowns, maybe with an **emergency electricity meter** this problem could be solved faster and the passengers will lose less time in the transports. Another example is in winter when it is snowing a lot of trains and trams are not adapted. Maybe some **installations** should be put in place in order for it to be more efficient.
- Regarding the prices that are considered too high making the transports sometimes unaccessible, maybe some **reduced prices** could be offered for the ones with lower incomes in order to encourage people to use them more.

These recommendations are suggested in order to encourage people to fully take the public transports and to enjoy it so they would not think about another transport mode.

Utilisateurs des transports collectifs Users of the public T



From the same study we can analyze this graph putting forward the relation between the public transports' users and where they live. Indeed, there are three different zones, Paris in itself, the inner suburbs of Paris that are near the capital and the Greater Paris that is a little bit more far. On the picture on the right, the darkest parts is Paris, then the lighter red part is the inner suburbs and finally the last part is the Greater Paris. From the graph, we can observe that 31% of the public transports' users are from Paris, 39% are from the suburbs of Paris, and 30% are from the greater Paris. So, we can see that they are almost as much from Paris than from the other places whether near or far. To conclude, we can see that people are using public transports no matter where they live.



The distance between Paris and the Greater Paris is 113 km

On this graph we are comparing the rate of people using public transports in relation with whether they have a driving licence and if they have cars. The blue part represents people with driving licences. The light blue concerns people with a licence but without a car (21%). The darkest one is about people having a licence and many cars. The green part represents the people without a driving licence but still own one or many cars, that can be drive by a family member, a friend or whoever. The light green is for people without a driving licence and without any car. The darker one is for people without a licence but with a car. The darkest one is for no licence people with many cars. What we can see from this graph is that most of the users are people owning a driving licence and a car, so they could drive themselves wherever they want. This would be explain by the fact that the public transports are the most convenient way to go to and through Paris.



Utilisateurs des transports collectifs

Pas de permis de conduire / No driving licence
 Pas de voiture / No car
 Avec permis de conduire / With driving licence
 Avec voiture / With car
 Avec permis de conduire et avec voiture / With driving licence and with car
 Sans permis de conduire et sans voiture / Without driving licence and without car

As a conclusion, we can see that the public transports' user profile is mostly executives men and women between 35 and 54 years old living either in Paris or far from Paris and that could take the car since they have a car and a licence.

C. Passengers Motives and barriers

Motives



The main motive for the public transports' users is the convenience of these ones. Indeed, it is way more easier to drive through Paris by bus, subway or even with a bike than with a car. A french study demonstrate that in average a car is running around 15km/h while in Paris. It is also demonstrating that only 10% of the trips in Paris are made by car, we can conclude that the car is not the easiest option. Another problem linked to the car is the parking issue. Indeed, in the study we can tell that there are 220 000 places available in Paris when we know that 617 000 cars are immatriculated in Paris. We can see that this is really hard to park in Paris while the public transports can avoid this issue. Otherwise, being an automobilist in Paris has a price. In average, to park a car in Paris it is 4.50€ per hour. So, a day can costs around 50€, that being an expensive price for an everyday transportation while knowing that in average the public transports can costs 40€ per month. So, we can conclude that the main motive of the people in Paris is the convenience and it represents the best option for them since it is the cheapest and the fastest.

In average a car is running around **15 km/H** While being in Paris

Also, the public transports in Paris are quite well-made since there are a lot of options (subway, bus, bike...) and there are a lot of places that are deserved by these transports. That means that people can go to quite every places in Paris in a convenient way.

<https://www.pariszag.fr/paris-au-quotidien/les-chiffres-clés-des-transports-parisiens/>

Barriers

Even if the public transports look like the most convenient way to move through Paris, there still some barriers that could refrain some people to use them. Indeed, what is bothering people is the price, the punctuality but also the cleanliness and the security. First, even if taking the public transports is the cheapest option, a lot of people do think that the public transports are too expensive. In my survey (appendix number 1) we can see that 48% of the studied population do think that these ones are too expensive. To travel around Paris many options are available. For the bus, subway, tramway and even the trains there are some price packages as passengers can buy tickets individually. For the bikes and scooters the price is often per hour or minute directly on an application (Prices listed down below in the table). We can conclude that the public transports in Paris are quite expensive even though they are the cheapest solution. That can be a barrier to some people or play a part in the dissatisfaction of the service. In another hand, some people do think that the transports are not always on time. The thing is that when there is a problem on a line it can takes a lot of time to be solved. In my survey, when I asked people to choose over some adjectives about the transports most of the answers (56%) said "late". This represents a barrier to the use of the service. Most of the time this issue occurs in the subway or the bus.

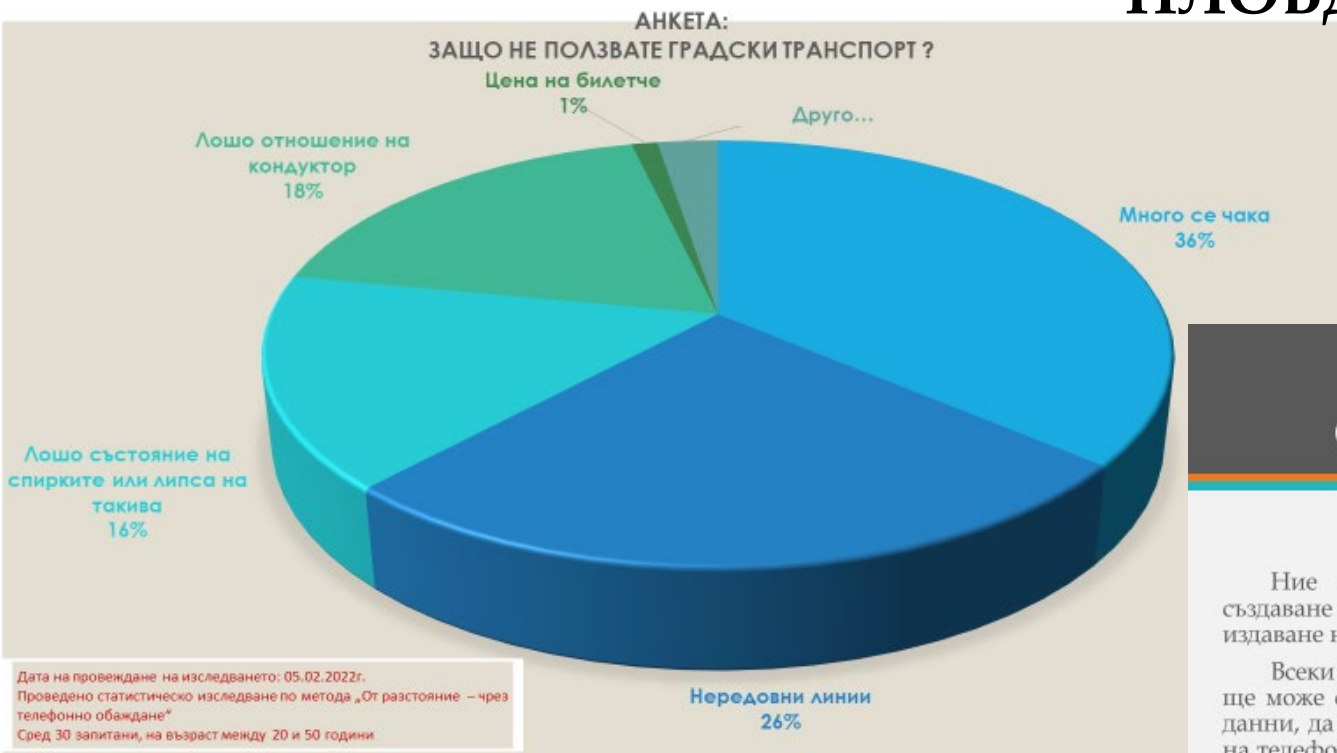
Mode of transport	Cost	Price package	Price per minute
Bike, scooter, moped, e-scooter	1.50€ per hour for the scooter and the moped depending on the operation	<ul style="list-style-type: none"> Range bike: This is a bicycle with an electric motor. The price is ranging from 100€ to 200€ and it is available for 1 hour to 1 week. Costs: around 10€ per hour. Electric scooter: This is a small motorized vehicle with a battery. The price is ranging from 100€ to 200€ and it is available for 1 hour to 1 week. Costs: around 10€ per hour. 	0.25€/min who are 24€ per month
Car	4.50€ per hour	<ul style="list-style-type: none"> Car park: This is a place where you can park your car. The price is ranging from 10€ to 20€ per day. Car rental: This is a service where you can rent a car. The price is ranging from 100€ to 200€ per day. 	71% of users 2030 vehicles for short-term use
Bus	1.50€ per ticket	<ul style="list-style-type: none"> Bus pass: This is a ticket that allows you to travel on the bus for a certain period of time. The price is ranging from 10€ to 20€ per month. 	0.25€/min who are 24€ per month



СТУДЕНТИТЕ ПРЕДЛАГАТ...

(ИНТЕРАКТИВЕН ПРАКТИКУМ

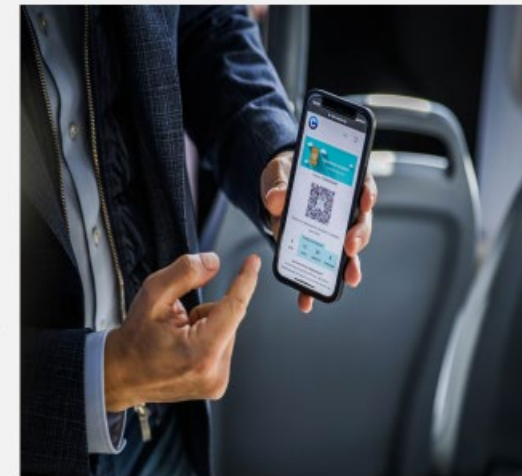
„ИНОВАТИВНИ РЕШЕНИЯ ЗА ГРАДСКИЯ ТРАНСПОРТ В ПЛОВДИВ“)



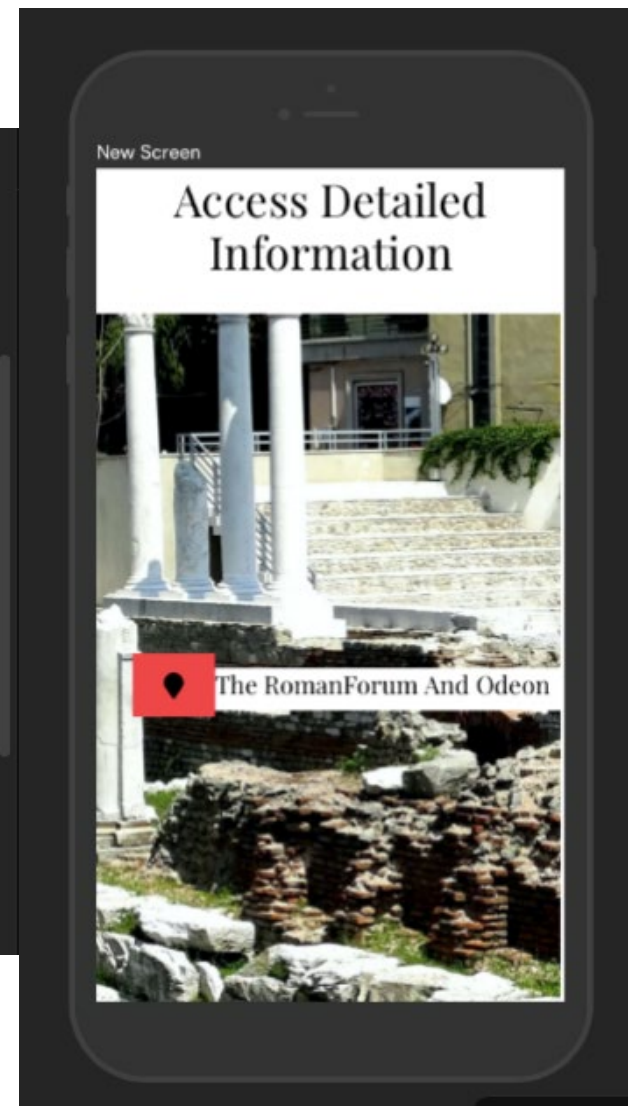
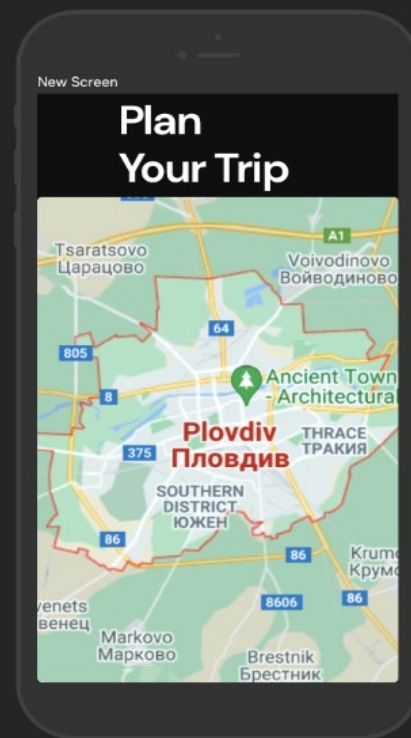
Създаване на Web приложение

Ние предлагаме решаване на този проблем чрез създаване на Web приложение за закупуване на билети и издаване на карти за градския транспорт.

Всеки собственик на смартфон, чрез това приложение ще може сам да си закупи билет или да попълни нужните данни, да заплати онлайн и да се сдобие с електронна карта на телефона си. По този начин ще се избегне струшването на много хора пред гишетата за издаване на карти, което е недопустимо особено в епидемична обстановка, в която се намираме. За хората ще бъде много по-лесно и бързо да се сдобият с карта или билет, и по този начин ще бъдат стимулирани повече хора да използват услугите на масовият градски транспорт. Използването на хартиени билети и карти ще се сведе до минимум, което ще спомогне за опазването на дърветата и околната среда.



СТУДЕНТИТЕ ПРЕДЛАГАТ... (ИНТЕРАКТИВЕН ПРАКТИКУМ „ИНОВАТИВНИ РЕШЕНИЯ ЗА ГРАДСКИЯ ТРАНСПОРТ В ПЛОВДИВ“)



Благодаря Ви за вниманието!

от името на *екип ФИСН*

Айгюн Ертюрк- Минчева

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