

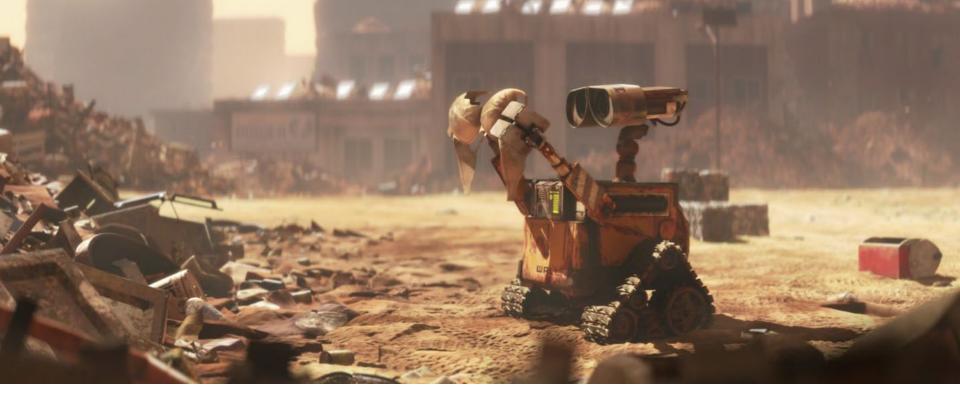


# Presentation of project idea of City of Kruševac, Serbia

Expert Meeting
South Eastern Europe May 25 2021

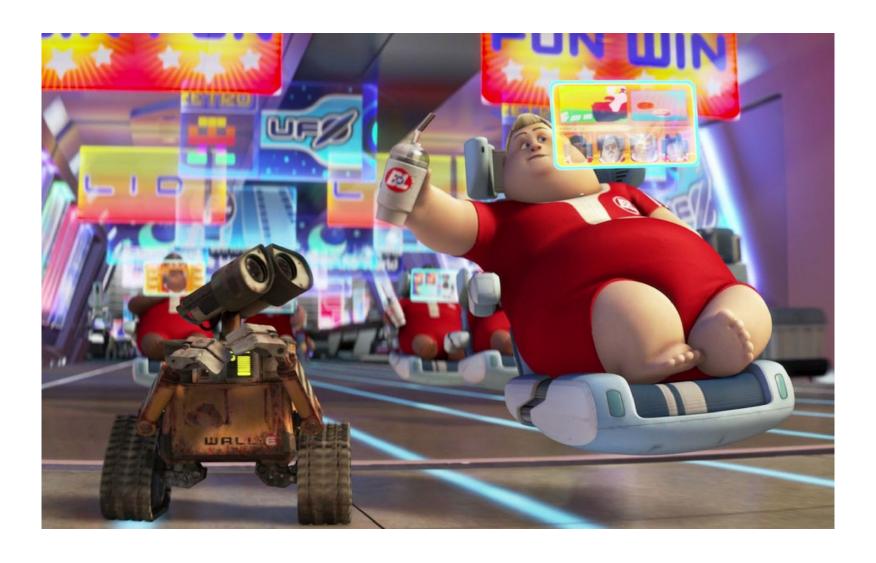






## IS THIS THE FUTURE?





IS THIS THE FUTURE?



#### Our project idea:

### Problem – challenge - solution

Can we connect mobility, waste and other municipal services?

To turn waste into resource

Support public transport and active mobility

Go to MURAL





People satisfaction

- Healthier lifestyle
- More social interactions

Establishment of integrated ticket

- New level of service
- Data management
- New jobs

WHAT WILL BE
THE CONCRETE
OUTPUT
(RESULT) OF THE
PROJECT

Environmental impact

- Increased level of public awareness
- Less plastic bottles on landfill
- Modal shift (more users of public transport, more active mobility)

New equipment and software

- Vending machines for recycling
- "smart" bus stops
- App (travel information in real time, savings CO2..)

new model for payment of PT or other public services

- Electronic ticketing
- new App or improvement of existing
- Gamification, incentives



#### Thank you for your attention!

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