

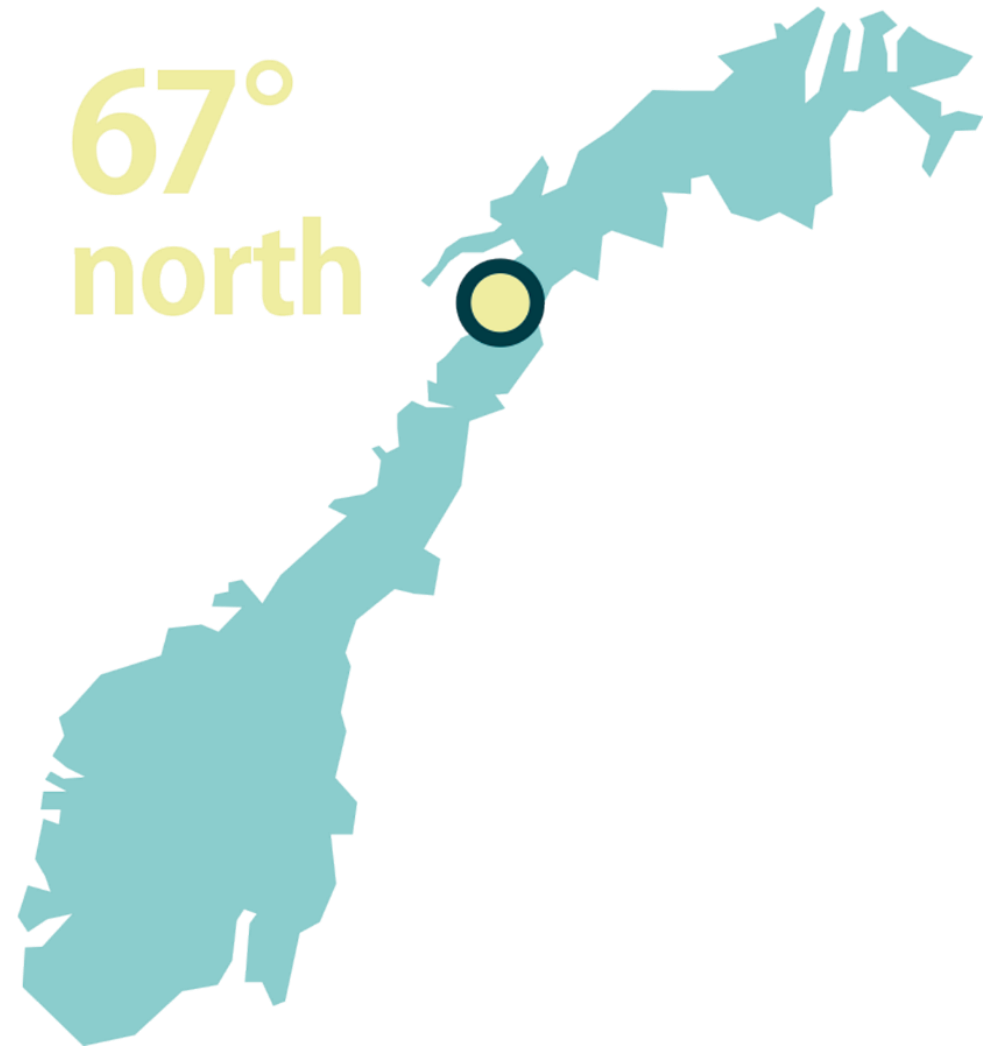


Bodø, Norway

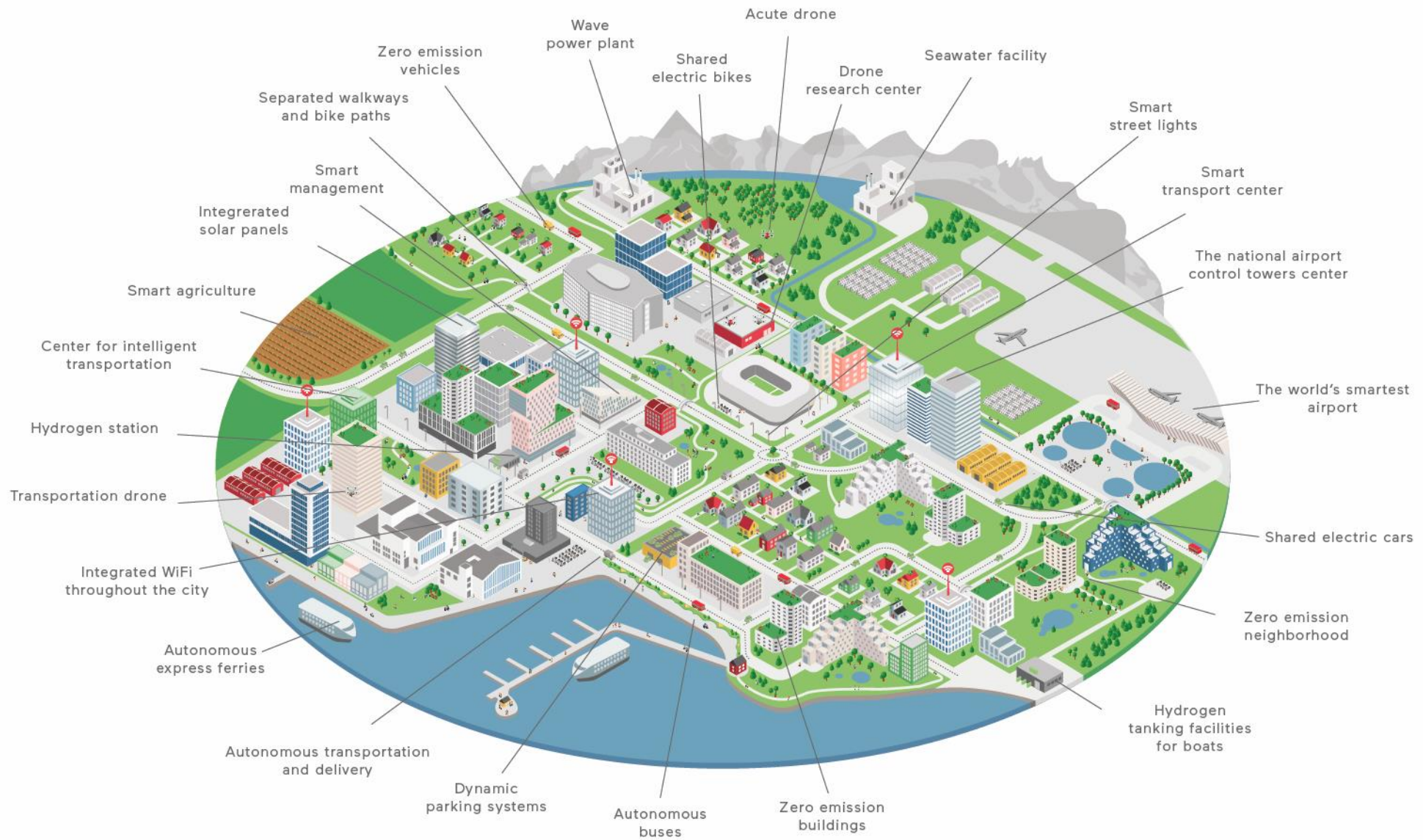


*Mobility Ecosystem Project, from
electric mountainbikes to self-driving
bus*

Marianne Bahr Simonsen
Bodø Municipality, Norway

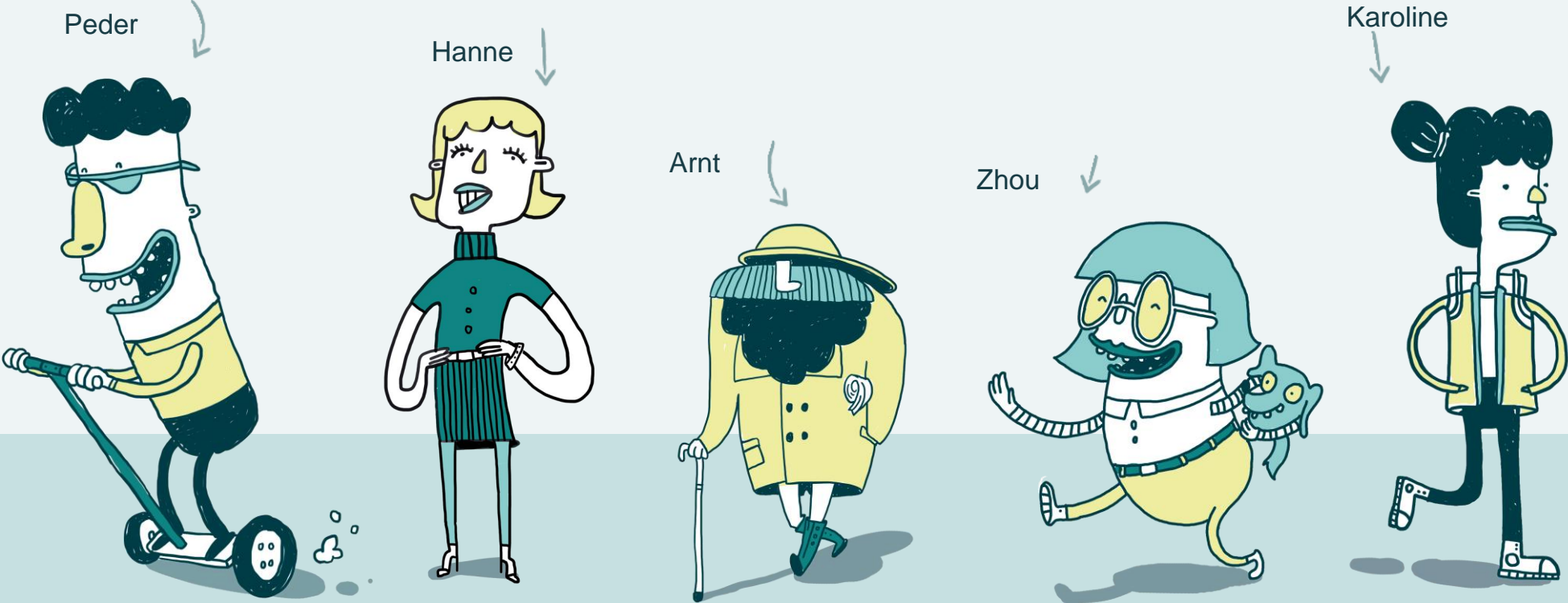






After all, it is up to people, not technology, to “*save the world*”.

We work continuously with citizen engagement. What is important to people in Bodø?



Hanne Olsen

- 45 years old, married, two children (5 and 8 years old).
- Profession: Municipal Engineer
- Home: 7 km outside of the centre of Bodø



What is important to Hanne and her family are flexible transport options that give them control over usage and that everything works as it should.



Arnt Jensenius

- 72 years old, widower, no children
- Profession: Retired fisherman
- Home: Leknes in Lofoten



What is important to Arnt is assistance in getting from A to B and a ticket system that is easy to understand and user-friendly.



Zhou Huan

- 63 years old, married, one adult child.
- Profession: Computer engineer
- Home: Shanghai



Zhou want to experience a few highlights in Bodø, enjoy a fun night on the town and find his way back to his hotel quickly and easily.



We believe that projects and positive reinforcement will make it easier to make the right choice



The ecosystem of innovation

- Insight into mobility and movement in Bodø – people tracker
- New payment solutions
- Mobility as a Service
- Infrastructure – NB-IoT, 5G
- Dashboard
- Geo-fencing
- Dynamic signs and wayfinding
- Autonomous buses
- “AutoBag”
- Connect all information on one platform and in one user-friendly interface



At the same time → encourage citizen involvement and local innovation.

Improve what we have



February 2020 – on demand shuttle, – city center

Spring 2020 – autonomus bus (airport-city center)

Spring/summer 2020 – «new and improved» city bikes

Summer 2020 – ride-sharing



Improve what we have



shuttle, – city center

(port-city center)

improved» city bikes



Just do it – and sometimes do it wrong

