

INNOVATION IN THE BRASOV METROPOLITAN AREA

Alba Iulia, 7th of November 2019

TRAFFIC MANAGEMENT CENTER



- Under the Regional Operational Program, Axis 4, Brasov Municipality will implement a state of the art, technology driven Traffic Management System
- The new system will foster the prioritization of public transport over the use of the private car.
- The initiative is part of a larger package developed under the Sustainable Urban Mobility Plan which also includes a major renewal of the public transport fleet with switch to electric power (trolleybuses and electric buses), public transport dedicated lanes, expansion of e-ticketing, etc.
- The system will involve hi tech communication between vehicles (specially public transport) and the system in order to ensure a high level of attractiveness for public transport

NEW ELECTRIC BUSESSES

- Based on the Sustainable Urban Mobility Plan (SUMP), Brasov Municipality has applied for funding under the Environmental Fund Administration for the improvement of the public transport services
- As a result of the approval of the application approval, 52 modern fully electric busses will be added to the public transport fleet (42 buses of 12 m and 10 buses of 9.5 m)
- The new vehicles will be equiped with state of the art battteries, energy recuperation systems, automated energy management systems, etc



FoodSHIFT 2030

<http://foodshift2030.eu/>

- Brasov Metropolitan Agency will host an innovation lab within the FoodSHIFT 2030 project which will start the implementation on January 1st 2020

Within the 3 year project coordinated by the University of Copenhagen, The innovation labs set up within the project will explore the use of technology in supporting local farmers. Technology is aimed at improving the production capabilities of the farmers, increase the added value to their products as well as identifying and facilitating access to new markets.



SMARTA 2 – SMART RURAL MOBILITY

- SMARTA 2 is an initiative that explores the possibilities to improve rural – urban mobility
- 4 pilot sites have been chosen in the EU (Brasov (RO), Agueda (PO), Trikala (GR) and East Tirol (AU)) to demonstrate options for shared mobility in rural areas
- Brasov intends to explore the use of technology (on-line platforms / smartphone apps) in promoting and organising shared mobility (car sharing / car pooling) for rural communities



URBAN 3D Mobility

- The project aims at exploring the viability of air mobility (manned or unmanned) in urban settings
- The consortium includes private and public stakeholders across the EU
- The application will be submitted under the H2020 programme in 2020



Brasov intends to explore the economic opportunities related to the airfields of Ghimbav and Sanpetru and how it can serve local businesses (ex. "same day delivery" for companies that run logistic centers in the Brasov area