

PUBLIC EVENT REPORT

WP4 ANALYSING AND PILOTING NEW SUSTAINABLE MOBILITY SOLUTIONS

D.4.1.5. Transport demand analysis and interactive tool for data visualization and reporting; Analysis of traffic flow, needs and habits of citizens in Primorje-Gorski Kotar County, and of cross-border passengers to regional destinations.

PP 8 Regional Development Agency of Primorje-Gorski Kotar County
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Event summary

On 29th of March, 2023 public event was held at the Centre Gervais in Opatija organized by the Regional Development Agency of Primorje-Gorski Kotar County. The purpose of the event was to promote project's pilot action and spread the knowledge on analysis and interactive tool done within the project, but also to discuss about similar topics related to big data in transport and touristic sector and the importance of data analysis.

Agenda and speakers:

9:30 – 10:00 Registration of participants

10:00 Screening of a promotional film

10:05 Introduction - *Vedran Kružić, Regional Development Agency of the Primorje-Gorski Kotar County*

10:20 "The importance of using data analysis in the concept of developing smart regions" - *Damir Medved, EDIH Adria*

10:45 "Rijeka - multimodal transport hub for goods and tourists, potential for development and implementation of new traffic solutions" - *Hrvoje Hadžić, Ericsson Nikola Tesla d.d.*

11:10 Presentation of the "Traffic flow analysis, analysis of needs and habits of Primorje-Gorski Kotar County inhabitants and cross-border passengers travelling to regional centers and the interactive tool for data visualization" made in the framework of the MIMOSA project - *Krešimir Vidović and Saša Vojvodić, Ericsson Nikola Tesla d.d.*

11:40 Coffee break

12:00 Panel discussion "Application of tools based on big data analysis of traffic flow in the fields of transport and tourist destination management"

Moderator: *Vedran Kružić, Regional Development Agency of the Primorje-Gorski Kotar County*

Panelists:

Ljudevit Krpan, Primorje-Gorski Kotar County, Administrative Department for Regional Development, Infrastructure and Project Management

Saša Vojvodić, Ericsson Nikola Tesla d.d.

Croatian roads, TBD

Ana Perić Hadžić, Maritime Faculty, University of Rijeka

Petar Hrg, Tourist Board of Gorski Kotar

13:00 End of the conference, lunch

Audience

56 participants, out of which 4 business supporting organizations representatives, 21 local and regional public authority and related entities representatives, 2 regional associations representatives, 3 universities representatives and 26 students.

Press involvement

1. Novi list: <https://www.novilist.hr/rijeka-regija/opatija/inovativni-eu-projekt-mimosa-se-predstavlja-u-opatijskom-centru-gervais/>
2. Novi list: <https://www.novilist.hr/rijeka-regija/opatija/u-opatiji-predstavljen-projekt-mimosa-evo-o-cemu-se-radi/>
3. Pod Učkun: <https://poduckun.net/novosti/video-regionalna-razvojna-agencija-pgz-predstavila-interaktivni-alat-za-vizualizaciju-podataka-i-rezultate-analize-tijeka-prometa>
4. Novinet: <https://youtu.be/brMsE1MeYE>
5. RI portal: <https://riportal.net.hr/rijeka/regionalna-razvojna-agencija-pgz-predstavila-interaktivni-alat-za-vizualizaciju-podataka-i-rezultate-analize-tijeka-prometa/380492/>
6. Fiuman: <https://www.fiuman.hr/regionalna-razvojna-agencija-pgz-interaktivni-alat-za-vizualizaciju-podataka-i-rezultate-analize-tijeka-prometa/>
7. Ri prsten: <https://www.riprsten.com/ostalo/mimosa-razvija-alate-za-unaprijedenja-prometnih-rjesenja>
8. PGŽ: <https://www.pgz.hr/objave/regionalna-razvojna-agencija-pgz-predstavila-interaktivni-alat-za-vizualizaciju-podataka/>
9. Teklić: <https://www.teklic.hr/aktualno/aktualno-hrvatska/regionalna-razvojna-agencija-primorsko-goranske-zupanije-predstavila-interaktivni-alat-za-vizualizaciju-podataka-i-rezultate-analize-tijeka-prometa/249348/>
10. Kanal Ri: <https://youtu.be/ebo9ysAfyUs>

Event outcomes

First part of the event was mainly dedicated to the presentation of the pilot action results: The Analysis of traffic flow, needs and habits of citizens in Primorje-Gorski Kotar County, and of cross-border passengers to regional destinations, and interactive tool for data visualization and reporting.

Vedran Kružić, director of the Regional Development Agency of Primorje-Gorski Kotar County pointed out in his introductory part of the lecture that the project is based on joint knowledge and research in order to create a common platform that provides insight into the habits of travelers in traffic, specifies and defines mobility and the traffic network, and the developed tools can help not only in the improvement of traffic solutions, but also in general improve social development by better management of the destination.



In the development of the analysis and interactive tool participated the company Ericsson Nikola Tesla d.d. which deals with advanced technological solutions and the director of EDIH Adria Damir Medved who said: - Although the MIMOSA project mostly deals with mobility and transport problems, the advantage of the project is the potentially much wider application of the collected data, from tourism to comprehensive development, because we can change and improve current situation only with real data.





In the second part of the program, a panel discussion was held on the development and application of innovative tools for monitoring and processing data and monitoring trends in general, in which participated the Head of the Administrative Department for Regional Development, Infrastructure and Project Management in Primorje-Gorski Kotar County, Mr. Ljudevit Krpan, Dean of the Maritime Faculty of the University of Rijeka, Mrs. Ana Perić Hadžić, Director of the Tourist Board of Gorski Kotar, Mr. Petar Hrg and the Head of service development, Ericsson Nikola Tesla d.d., Mr. Saša Vojvodić.

Head of the Administrative Department for Regional Development, Infrastructure and Project Management in Primorje-Gorski Kotar County, Mr. Ljudevit Krpan emphasized the important role of the Regional Development Agency as well as the significance of such projects in which cooperation between the scientific and economic community, potential users and decision-makers, whose results are extremely valuable and relevant, is achieved.

