

# PUBLIC EVENT REPORT

WP4 Analysing and piloting new sustainable  
mobility solutions

A.4.2.2 No. 1 definition of an Artificial Intelligence  
(AI) tool to estimate traffic flows in a specific area

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PP3 ITL

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## Event summary

PP3 ITL, in collaboration with the FRAMESPORT and SUSPORT Italy-Croatia strategic projects, organized a dedicated joint stand during the Ecomondo fair in Rimini on November 2022.

Ecomondo fair is one of the most important Italian fair on sustainability topics. Every year thousands of experts from Italy and Europe join this event for presenting their projects and their specific actions. For all these reasons a dedicated stand was realized in order to present the key Mimososa results.

In relation to the MIMOSA project, the following detailed activities were developed:

- Dedicated MIMOSA desk with the project's promotional materials (gadgets and leaflets);
- Mimososa roll-up;
- Posters with a graphic summary of some of the Friuli-Venezia-Giulia and Emilia-Romagna MIMOSA pilot actions;
- Mimososa staff in the stand in order to present the MIMOSA project' to all the interested parties.

In relation to the PP3 ITL pilot actions, dedicated posters were showed in the stand. In particular one specific poster was dedicated to the presentation of the ITL pilot action 4.2.2 dedicated to the Artificial Intelligence for traffic monitoring. The other boxes in the poster was dedicated to the WP3 pilot action dedicated to the augmented reality for the public transport promotion and WP5 pilot related to the pilot actions related to the e-bike free sharing service in Cervia-Milano Marittima.



# MIMOSA

Maritime and Multimodal  
Sustainable passenger transport  
solutions and services

**EMILIA-ROMAGNA  
KEY CHALLENGES  
IN THE MIMOSA PROJECT:**

Transport Behavioral Change, Sustainable Mobility promotion, strengthening of Italy-Croatia cross-border cooperation, better public transport planning.

**KEY WORDS:** Electric mobility, Artificial Intelligence, Big Data, Augmented Reality, MaaS, Public-Private partnership



### 3 KEY ACTIONS IN THE EMILIA-ROMAGNA TERRITORY

1

**Artificial Intelligence (AI) for traffic monitoring and analysis**



**KEY CHALLENGES**

Define an Artificial Intelligence (AI) tool to estimate traffic flows in a specific area and to automatize the traffic data collection. The aim is to provide to the decision makers new tools for the traffic monitoring and data-oriented decision making.

**KEY INFORMATION**

- Testing period: July-December 2022
- Testing Area: Bologna Airport
- 3 cameras able to collect traffic videos
- Open-source approach
- Vehicles and person recognition

The open-source algorithm is able to identify and count the following categories:

 Cars

 Light Freight Vehicles

 Bicycles

 Heavy Freight Vehicles

 Motorbikes

 Persons

2

**E-bike free sharing service in Cervia-Milano Marittima and GPS data collection**



**KEY CHALLENGES**

Promote e-mobility among tourists; Test innovative public-private cooperation schemes; Innovate management of sharing mobility services.

**KEY INFORMATION**

- Testing period: November 2021-December 2022
- Testing Area: Cervia-Milano Marittima
- 32 electric bikes
- More than 4,000 km travelled
- The touristic free testing service managed by local hotels selected for their high sustainability standards
- All the electric bikes are monitored with a GPS system allowing data collection on tourists' behaviour and paths
- An innovative online platform allows the monitoring of the service by IT.

3

**Augmented reality for a better public transport data provision to final users**



**KEY CHALLENGES**

Using augmented reality for more detailed and real time information on public transport.

**KEY INFORMATION**

- Testing Area: Bologna and Romagna
- Definition of a mobile phone App
- Based on real time data on public transport (GTFS Real-time and NetEX)
- Tailored information based on data provided by users
- Open source approach
- Innovative tools for behavioural change and users' engagement

**THREE KEY SECTIONS IN THE APP**

- User profile (Active and Passive)
- Travel Assistance with Augmented Reality View
- User Awareness (Habits, Satisfaction)

**PROJECT PARTNER**



European Regional Development Fund

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## Audience

Based on the signature list collected during the Ecomondo fair, these are the key numbers related to the audience:

General Public	19
Education	23
Enterprise	13
Public Authority	18
<b>Total</b>	<b>73</b>

Even if it was not possible to report them, in reality thousands of people stopped to the MIMOSA stand during the Ecomondo fair asking for more information on the ITL pilot actions and in general related to the MIMOSA project.

## Press involvement

The presence of the MIMOSA stand during the Ecomondo fair in Rimini was disseminated in all the ITL medias (ITL website and social media) and it was published on the official website and publication related to Ecomondo 2022 edition.

## Event outcomes

The key Ecomondo 2022 event outcome was the dissemination of the MIMOSA key results to a wide public.





