

ITS ATOMS is an experimental planning process to redefine regional mobility solutions! It's an analogue context-mapping-game with a sense for people and planet. Share your ideas with us and place your digital solutions.

> **WELCOME T** GREENVILLE

How to play the game

Citizens Greenville Residents, your Target Groups

> Challenges The Environmental Challenges of regional mobility

Transport Systems Choose the targeted mode of transportation

Financial Tools How to finance.....



Action Cards create relations or actions between other decks

Custom Cards Create your own card and

be part of the game!



Choose a 🗧 transport system and helpful 2 into a relation with the \bigcirc action cards to create new solutions for the regional mobility.



We will picture your ideas to share them with the community.







Martin Russ Managing Director AustriaTech

austriatech

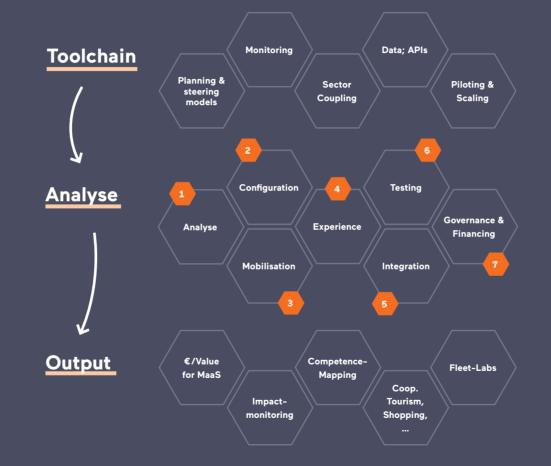
Deconstructing Regional Mobility

Integrated and smart mobility solutions – that's what the ITS sector is aiming to deliver – mainly for cities and highways as their target market Number 1. But what about the countryside and rural areas? They should not be left behind. Therefore we need different kind of approaches to deliver appropriate and sustainable solutions also on small scale.

A starting point: get clear about planning processes and tool chains to establish mobility services. Deconstruct and recomposit the different elements in regional mobility. To succeed: start with one special target group and with solving one specific challenge of the region.

We invite you to tackle these challenges and to highlight your specific idea, tool or solution. Be part of this process and discover new approaches for regional mobility!

Whats the thought process?



We want to strike new paths in regional mobility!

> Visit us at Booth 93