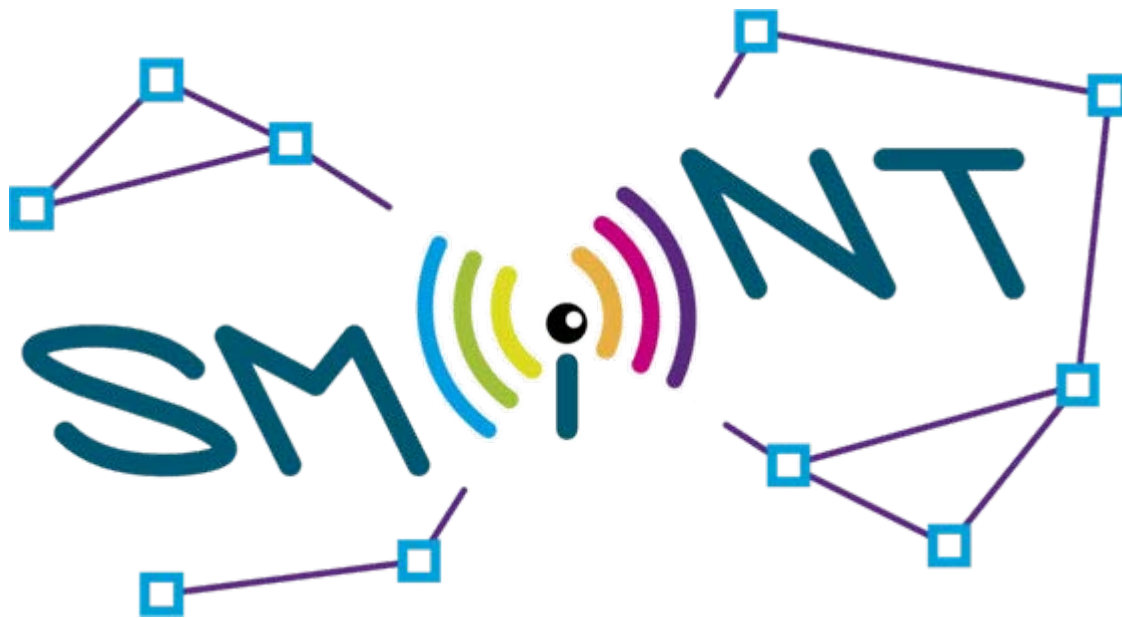


SMiNT

SMart iNTeraction



SMiNT
SMart iNTeraction

Sharon Smit  University of Groningen

Jacob Mulder  Hanze University of Applied Sciences

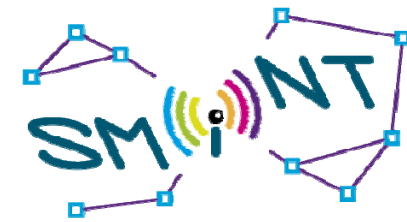
Context

Remote areas in the North Sea region

Declining population



Lagging
socio-economic development,
even exclusion:
spiral of decline



Context



Remote areas in the North Sea region

Declining population

Declining service level of public transportation

Empowerment of citizens

By smart interaction

Context



Remote areas in the North Sea region

Declining population

Declining service level of public transportation

Empowerment of citizens

By smart interaction

Existing planned travel & transport

Ad-hoc (e.g. private, medical)

People

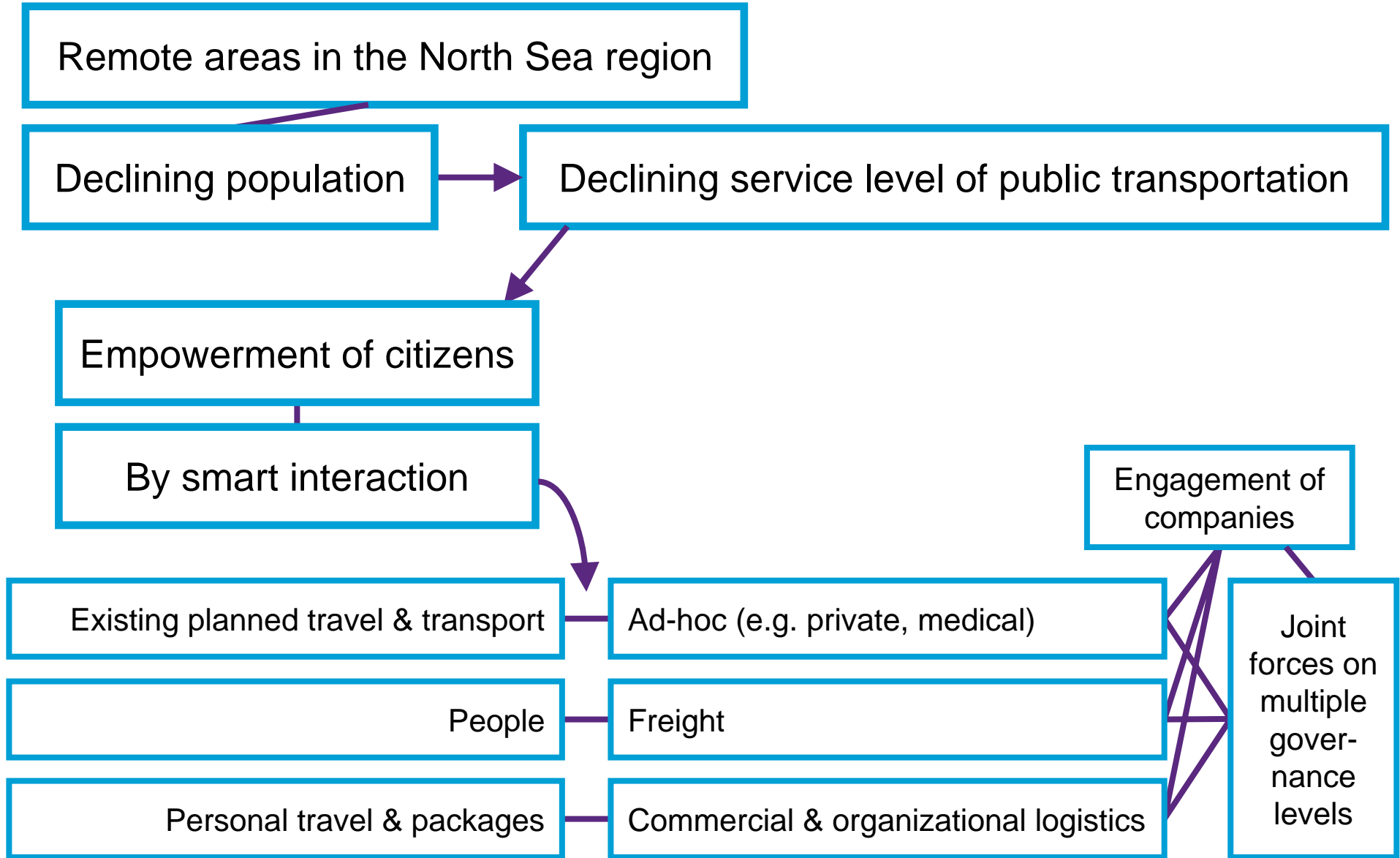
Freight

Personal travel & packages

Commercial & organizational logistics

Engagement of companies

Joint forces on multiple governance levels



Context



Remote areas in the North Sea region

Declining population

Declining service level of public transportation

Empowerment of citizens

Using smart ICT

By smart interaction

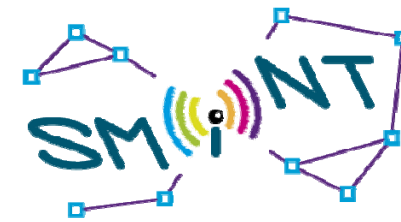
Multi-modal, e.g. web, smartphone, tablet,...

Real-time vehicle & driver availability,
geographical positioning and capacity

Negotiation mechanisms
balancing supply and demand

Other innovative ideas
devised on the way

Context



Remote areas in the North Sea region

Declining population

Declining service level of public transportation

Empowerment of citizens

Using smart ICT

By smart interaction

While retaining societal relevance,
sustainability and financial possibilities

Amongst others by investigating
dynamic pricing strategies
e.g. to steer to timeslots and time shifting

Context



Remote areas in the North Sea region

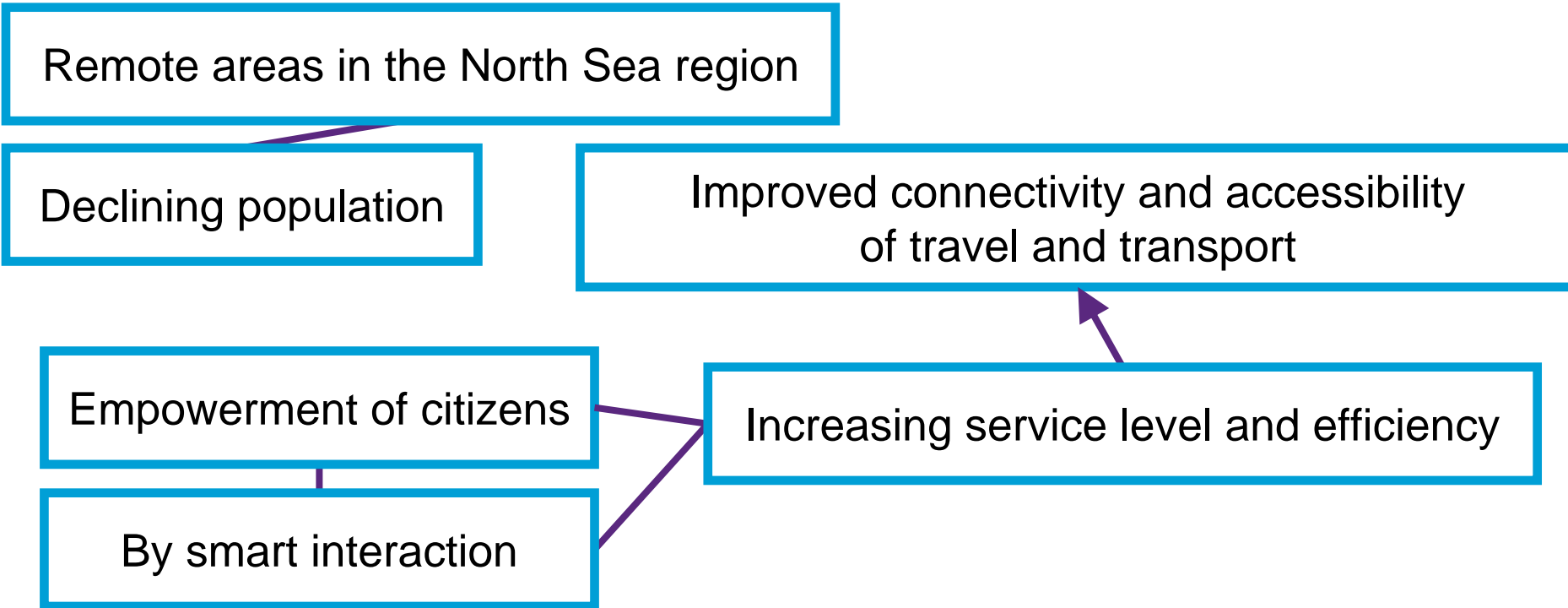
Declining population

Improved connectivity and accessibility
of travel and transport

Empowerment of citizens

Increasing service level and efficiency

By smart interaction



Context



Remote areas in the North Sea region

Declining population

Improved connectivity and accessibility
of travel and transport

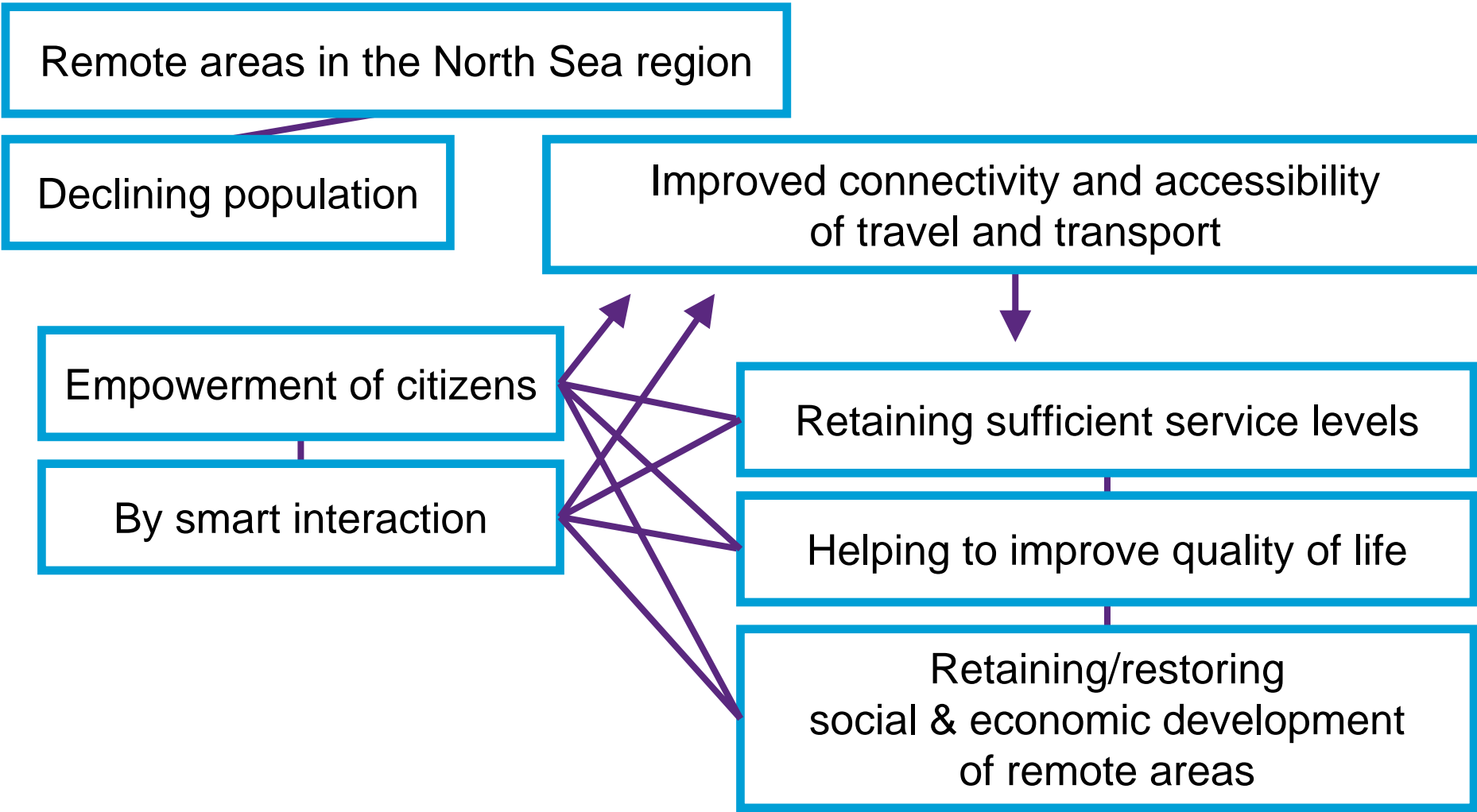
Empowerment of citizens

By smart interaction

Retaining sufficient service levels

Helping to improve quality of life

Retaining/restoring
social & economic development
of remote areas



Context



Remote areas in the North Sea region

Declining population

Improved connectivity and accessibility
of travel and transport

Empowerment of citizens

By smart interaction

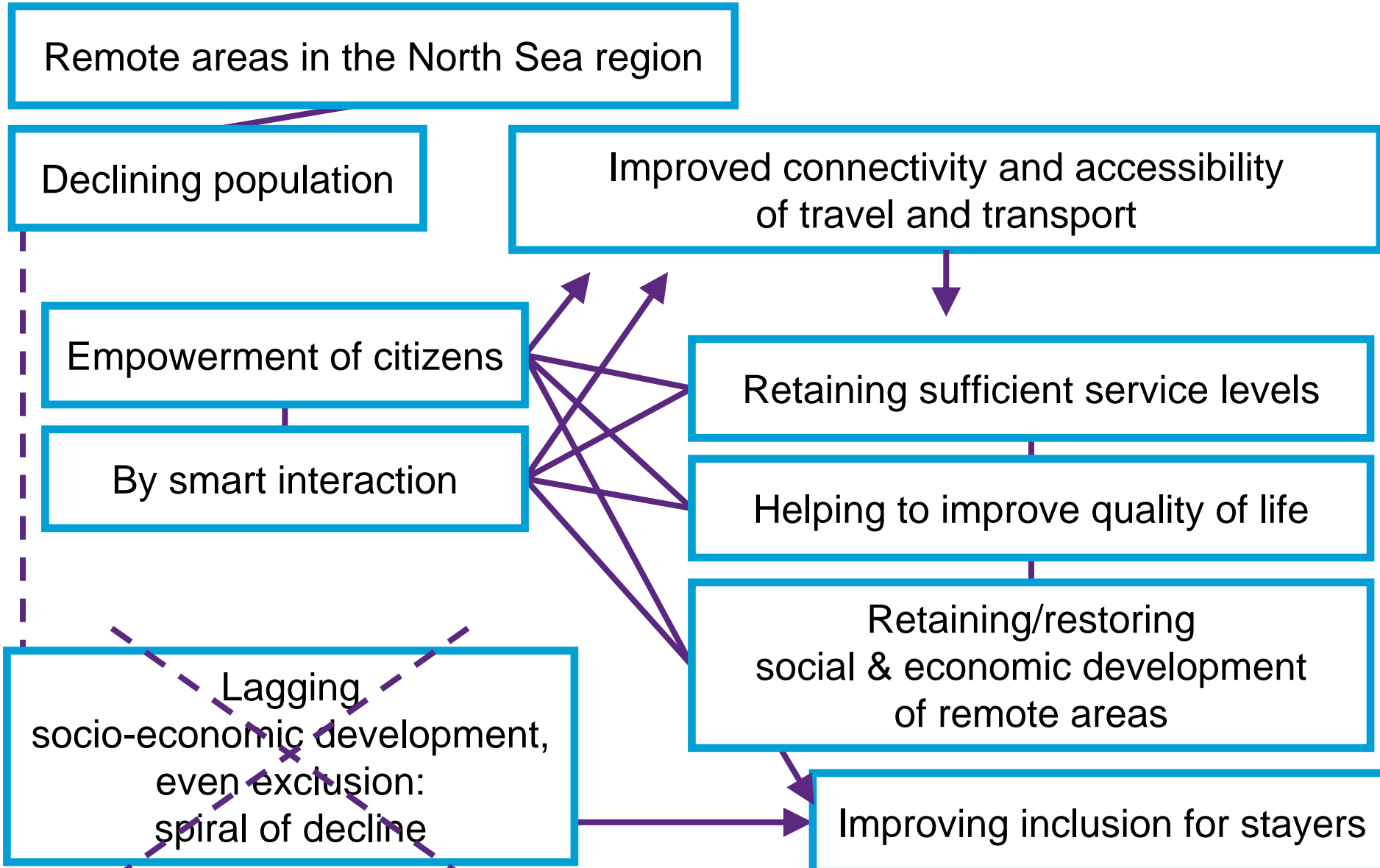
Retaining sufficient service levels

Helping to improve quality of life

~~Lagging
socio-economic development,
even exclusion:
spiral of decline~~

Retaining/restoring
social & economic development
of remote areas

Improving inclusion for stayers



Dream

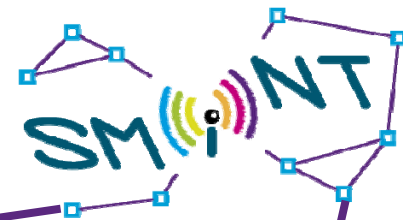
Dynamic & real-time scheduling
and matching of movements

of both people and freight

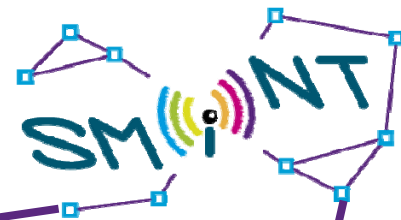
both privately and commercially

with accompanying business models

in the North Sea region,
also cross-border



Dream



Dynamic & real-time scheduling
and matching of movements

of both people and freight

both privately and commercially

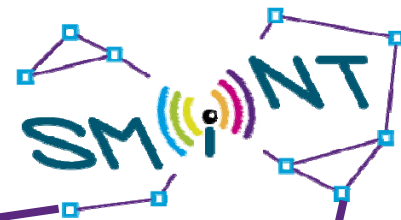
in the North Sea region,
also cross-border

with accompanying business models

using the foundations
laid by other
Interreg projects

and pilots (new ones
and extending existing
ones)

Dream



Dynamic & real-time scheduling and matching of movements

of both people and freight

both privately and commercially

in the North Sea region, also cross-border

with accompanying business models

using the foundations laid by other Interreg projects

amongst others using dynamic pricing strategies

and pilots (new ones and extending existing ones)

and including healthcare-related movements (travelling patients, medication delivery, travelling healthcare providers,...)

Related projects



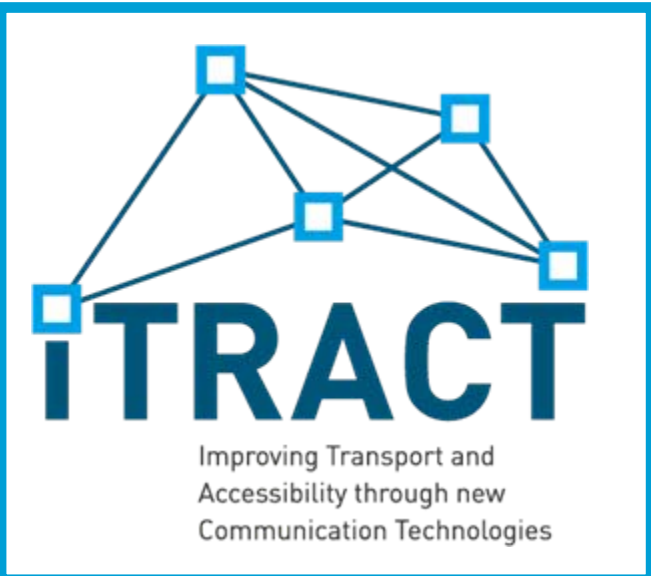
Best practices as new starting point



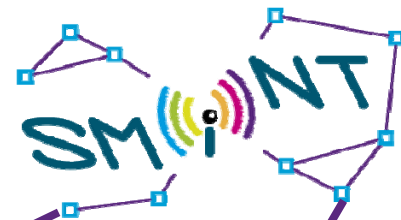
Other similar projects



Engagement of companies



Partners



Hanze
University of Applied Sciences
Groningen

(Lead Beneficiary)



university of
 groningen

faculty of economics
and business



SWEDISH
ICT

VIKTORIA



Alliance
Healthcare

Bringing healthcare closer



JADE HOCHSCHULE

Wilhelmshaven **Oldenburg** Elsfleth



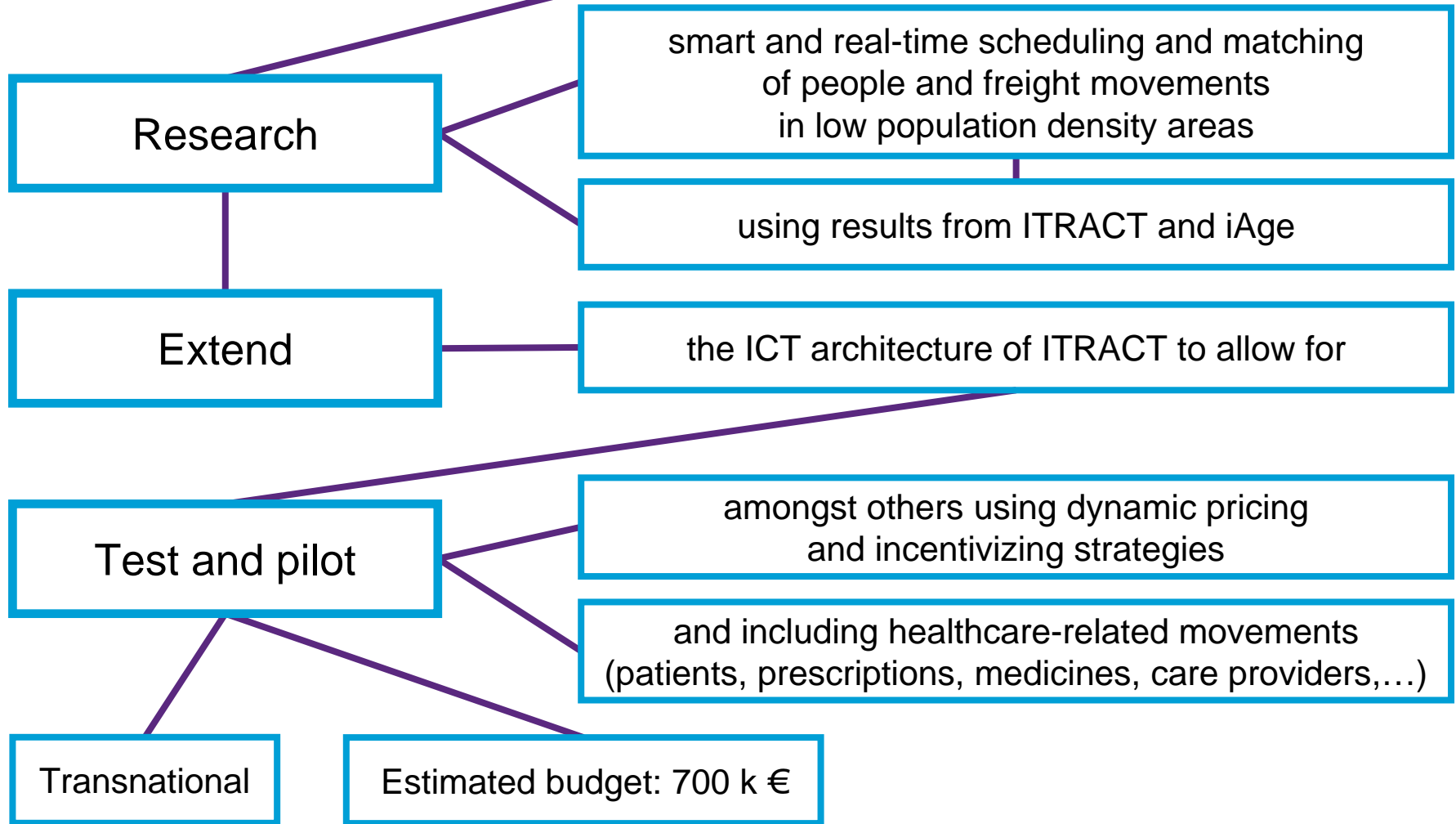
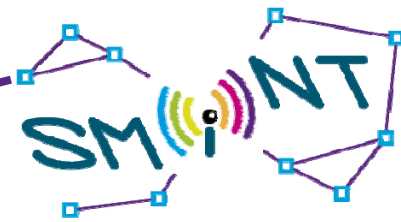
KARLSTADS UNIVERSITET



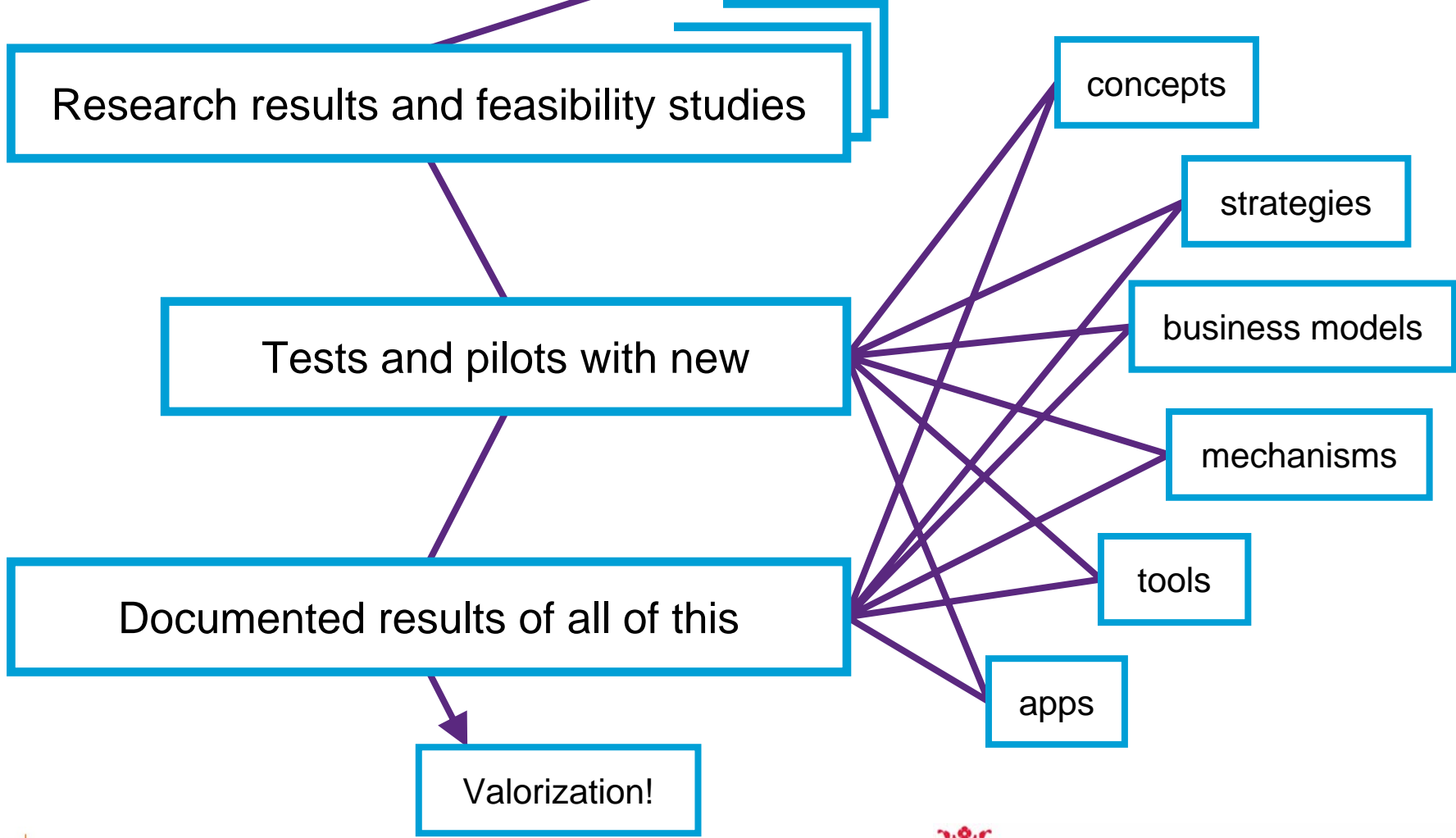
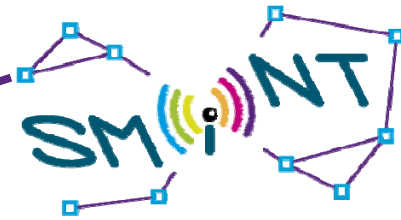
CAPEGROEP

grensverleggend vooruit

Plan



Intended deliverables



Conclusion



Continues and extends the good work of

using smart solutions by
SMart iNTeraction



Conclusion



Continues and extends the good work of

using smart solutions by
SMart iNTeraction



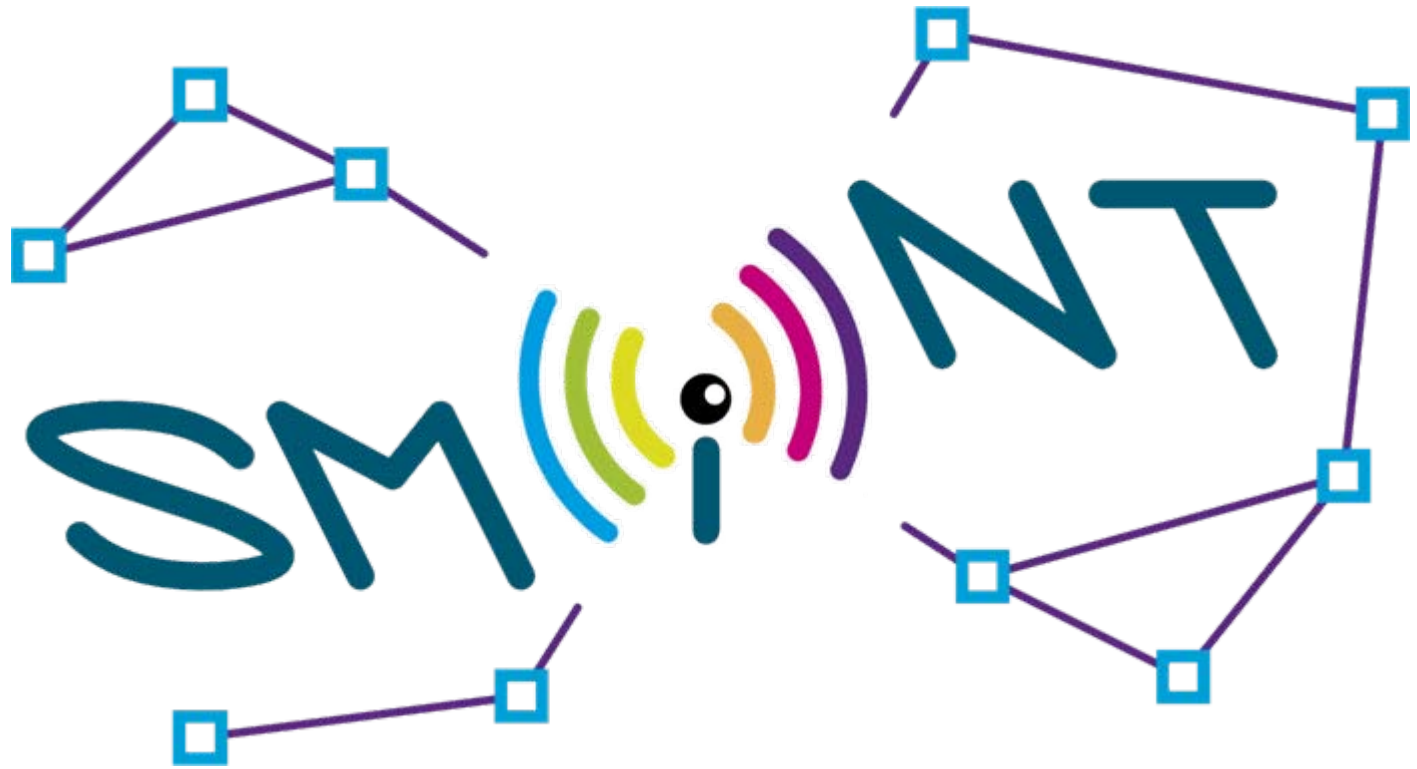
adding freight logistics and healthcare-related movements of people & packages

working to deliver knowledge, tools, business models, apps and more

transnational

providing ways to retaining/restoring social & economic development of remote areas

A better place to live, work and invest in!



SMiNT
SMart iNTeraction