



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.



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.....



Technical Tools
How to manage.....



Action Cards
create relations or actions
between other decks



Custom Cards
Create your own card and
be part of the game!

- 1** Start with one or more target groups and an environmental challenge
- 2** Choose a transport system and helpful financial or technical tools and bring them into a relation with the action cards to create new solutions for the regional mobility.
- 3** We will picture your ideas to share them with the community.



ITSATOMS

Deconstructing
Regional Mobility





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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 re-composit 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?

Toolchain

Analyse

Output



**We want
to strike new
paths in regional
mobility!**

Visit us at
Booth 93