



Activity Deliverable

[DEL02]

[Demo version of the active mobility and community friendly e-commerce platform]

EIT Urban Mobility - Mobility for more liveable urban spaces

EIT Urban Mobility



EIT Urban Mobility is supported by the EIT,
a body of the European Union

eiturbanmobility.eu

Reporting year	2020
Activity code	A20269
Deliverable No.	DEL02
Deliverable title	Demo version of the active mobility and community friendly e-commerce platform

Document information

Author(s) and contributing partner(s) - if any

Name	Organisation	Contribution
Irina ROTARU	City of Saint Germain-en-Laye	Local coordinator of KAVA & task coordinator – concept design & author
Claire Destruel	CAP SGL	Communication & partnerships manager – internal and external promotion of the digital tool + technical support for the use of the digital platform
Ingrid Quesnee Naeder	CAP SGL	Financial & administrative issues related to the digital tool
Clélia Huet	City of Saint Germain-en-Laye	Digital Communication adviser
Caroline Bariol	City of Saint Germain-en-Laye	City Centre Manager in charge with the coordination of data collection and surveys
Emmanuel Bonnaud	Urby, La Poste	Coordinator of the urban logistics platform
Pr Ingrid Paoletti	Politecnico di Milano Dept. ABC	Consultant
Pr Achille Cristiana	Politecnico di Milano Dept. ABC	Consultant

List of abbreviations (if any)

City of Saint Germain-en-Laye	SGL
The association of local shopkeepers and entrepreneurs from Saint Germain-en-Laye	CAP SGL
Communauté d'Agglomération Saint Germain Boucles de Seine	CASGBS

Contents

Document information.....	2
List of abbreviations (if any).....	2
1. Executive Summary	4
2. Context.....	6
3. Content	7
3.1. The online catalogue including the products and offers of participating local shopkeepers.....	7
3.2. The internal part – specific up-to-date information for business keepers & dedicated exchange area (blog / virtual lounge area)	10
3.3. Matchmaking system	11
3.4. Rewards system	12
3.5. Services provided through the urban logistics platform.....	12
4. Methodology.....	13
5. Results.....	13
6. Conclusions and Lessons learnt	14
Annex I: Summary of the online survey conducted in SGL between May 15th & June 1st.....	15
Annex II: Letters of interest for the products of the KAVA, including the innovative digital tool.....	15

1. Executive Summary

Conceived based on the input from shopkeepers regarding their needs and correlated with the rethinking of the use of various areas & traffic flows on the test site (the city centre of SGL), the active mobility and community friendly e-commerce platform is meant to support both, the revival of human friendly lively public spaces and the economic relaunch of old city centres. Furthermore, it represents an essential component of the human centred approach of Safely Connected, backing the community sense and the creation of a solidarity network so needed especially during difficult crisis times. Going much beyond the simple idea of e-marketplace, this tailor-made innovative digital tool resembles a series of advanced services (for local entrepreneurs and their clients) enabling the optimisation of business models and the creation of new business opportunities.

Through the limitation of necessary travels and their shift towards the use of active modes of transport, by enabling the sustainable sharing of deliveries for both clients and shops, this digital tool also contributes to the general improvement of the public health of local people, directly related to the public space quality and use and, in this specific Covid 19 context, also to the curb of the number of potentially unsafe interactions.

The concept of this innovative tool has been designed by SGL and implemented by CAP SGL under the coordination of SGL and with the support of a specialised local web developer, Les forges du web, contracted for this purpose. The main role of CAP SGL consisted in the communication with local shopkeepers enabling the quick adaptation of the e-platform according to their profiles and needs as well as the promotion of the concept among them and their clients ensuring their engagement and implicitly the future success of this e-platform .

Lasting the implementation phase, a new series of services have been introduced through the organisation of an urban logistics platform at the periphery of the city centre in cooperation with Urby (an urban logistics branch of the Post Office). Among these services there are the last mile cargo bike shared deliveries for shopkeepers, the deported stockage, the packaging collection and the extension of the area for the sustainable deliveries to clients in the nearby localities over a radius of 15 km around SGL. They have been all previously tested, but in different contexts and associations. Now it is for the first time that they have been adapted for a small sized city and also correlated with and integrated in the digital tool.

The innovative digital tool has been conceived so that to be easily adaptable for a variety of contexts and allow as well further evolutions depending on the advancement of needs, businesses and technologies. Tested in the city centre of SGL, it is possible to easily scale-up and replicate for other territories in France or abroad. Once validated, it is planned to be promoted and replicated in a first phase with the help of the

Ile de France Region and of the Community of cities that SGL is part of (Communauté d'Agglomération Saint Germain Boucles de Seine – CASGBS) as well as of the Romanian Ministry of Development and other foreign cities that already expressed their high interest for such a facility. Additionally, it can be introduced to and made available for the members of the EIT UM City Club, considered with priority among the possible replicators.

CAP SGL will conserve all the intellectual property rights related to the active mobility and community friendly e-commerce platform ensuring its management and leading its subsequent commercialisation. It will be supported in this process by SGL and advised by the other partners especially regarding the adaptation for and replication of this innovative solution in other countries.

The e-commerce platform can be found at this address : acheter-saintgermainenlaye.fr.

J'ACHÈTE À SAINT-GER

Connexion

DÉCOUVREZ
LES COMMERCES DE
SAINT-GERMAIN-EN-LAYE
VOS BOUTIQUES À PORTÉE DE CLIC !

f i

2. Context

Even before the outbreak of the world sanitary crisis, traditional local shops in the old city centres of small and medium-sized localities were heavily threatened by the mass development of outskirts malls. The heritage protected downtown of SGL is an exception in Ile de France, being still a lively area animated by around 800 commerce and service activities and attracting people from a large area around. However, the need to improve the attractiveness of the city centre and implicitly to offer new update opportunities to businesses there could be felt more and more intensively. In response to this, over the past five years there were many diffident attempts to promote simple digital tools aimed to increase the visibility and selling possibilities of local shops.

That is why even before the spread of the Covid 19 in Europe, SGL started a survey regarding the attractiveness of its old city-centre and businesses there and measures considered welcome in order to improve them. This was complemented by several meetings with local shopkeepers aimed to identify their needs and wishes in terms of business update and development and support expected from the local administration. All this data served as main basis for the preparation of the Safely Connected concept. Between May 15th and June 1st a subsequent online survey was conducted by Pivadis for the City of SGL related to the economic and social relaunch of the city centre of SGL after the lockdown.

The pandemics accelerated many of the embedded processes, particularly inciting the use of digital technologies in the attempt to replace physical proximity and limit urban mobility needs by online interactions and services. That is why more and more digital tools started to be developed. The Safely Connected team understood that in order to provide an effective support to small and medium sized cities and activities there much more was needed beyond the current click & collect facilities progressively frequently adopted by businesses. That is how the idea of the Safely Connected innovative digital platform was born in an attempt not only to propose a simple, flexible and effective online marketing tool promoting local businesses and allowing them to flourish even under more restrictive lockdown conditions, but also to enhance local community sense and solidarity, support cultural and sports activities (also seriously impacted by the crisis) and encourage healthier public spaces and ways of leaving.

Given the very limited time available for the project preparation, a restrained consultation was done with some local web developers to confirm the state of the art in the field and check the innovative character and technical feasibility of the solution.

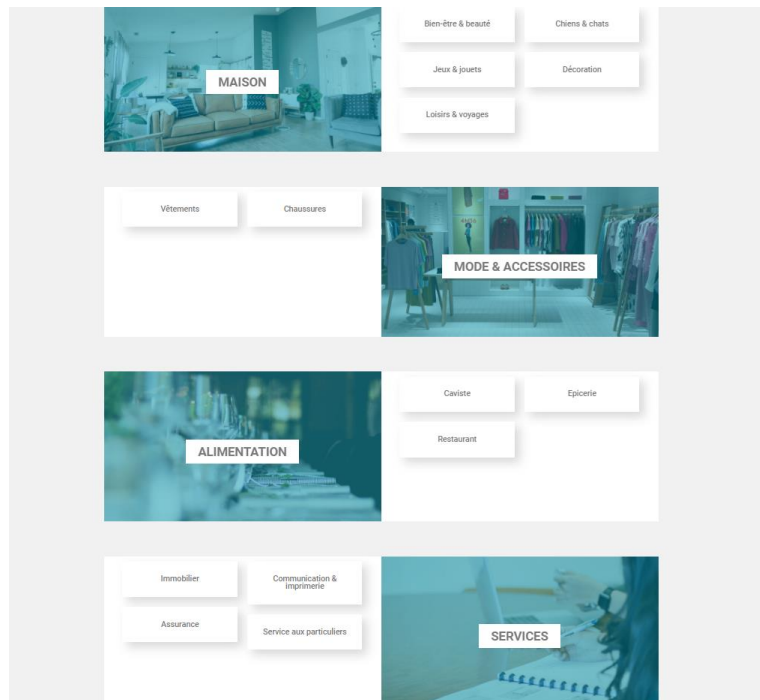
3. Content

The functionalities, design and organisation of the active mobility and community friendly e-commerce platform were adapted and detailed based on the input from local business keepers and their clients so that to optimally respond to the variety of needs expressed or anticipated in the near or medium term future. Small scale incipient tests were already done in the development phase of this digital tool.

The long date collaboration of SGL with the Post Office on the optimisation of urban logistics allowed the later adding of new services complementing the initially proposed 4 main functionalities of the digital tool.

3.1. The online catalogue including the products and offers of participating local shopkeepers

Each participant business keeper has an individual account allowing to present their available products and adjust the offers at any time, in a simple and intuitive way. The businesses have been grouped according to their activity and are forming together a general showcase updated depending on the information provided by the various shops.



The different categories on the website

The different categories include: home (self-care and beauty products, pets, toys, décor, hobbies and travel), fashion and accessories (clothing, shoes), dining (cellar men, groceries, restaurants) and services (real estate, insurance, communication and printing, services).

BEAUTE & BIEN-ETRE

JEUX & JOUETS



AFRICASENS

Institut de beauté - Hammam - Coiffure
Africasesns vous accueille dans son nouveau SPA. Voyagez avec les rituels orientaux proposés dans l'espace Hammam, confectionné sur mesure et réalisé dans la pure tradition marocaine avec du Zellige importé de Fès. Découvrez nos différents espaces : bien-être, coiffure et esthétique dans une ambiance zen et confortable.

📍 Centre Acta
📍 68 bis Rue de Poissy
☎ 07 62 14 36 60

En savoir plus

INTERMEDE COIFFURE

Salon de coiffure dans un environnement très agréable avec lumière du jour et un parking gratuit à proximité. Une équipe souriante est à votre écoute et à votre service pour vous apporter bien-être et détente. Le salon travaille avec les produits Oriéal, Kerastase et Intermède que vous pouvez retrouver à la vente. En cette période de COVID nous proposons un nouveau service le "drive".

📍 Lesentia Robin
📍 9 Place de la Guillie
☎ 01 39 21 14 92

En savoir plus



ELO is BIO

Vêtements, accessoires et soins BIO pour mamans, bébés et enfants. ELO is BIO vous propose plus de 1 000 produits Made in France ou fabrication Européenne parmi une sélection de marques certifiées BIO et tendances comme : Abel Wooden Toys, Ethée, endresse, Grapes, Jilly Mama, Nohoblu, Leblème, Mimozzi, Once a Tree, Woolly Organic, You&Mia et bien d'autres. Laissez-vous tenter par notre sélection douce et naturelle de produits qui fera le bonheur des petits comme des plus grands. Vêtements en coton biologique pour bébés, filles et garçons de 0 à 8 ans | Jeux en bois, peluches, douces et loisirs créatifs | Soins, hygiène pour bébé et enfants,linge de bain | Linge de lit, décorations et rangements pour la chambre | Accessoires de puériculture : tétines, kits à langer, potes bébés.

📍 Estiva Tissot
☎ 01 39 21 79 68



En savoir plus

NUAGE D'ENFANT

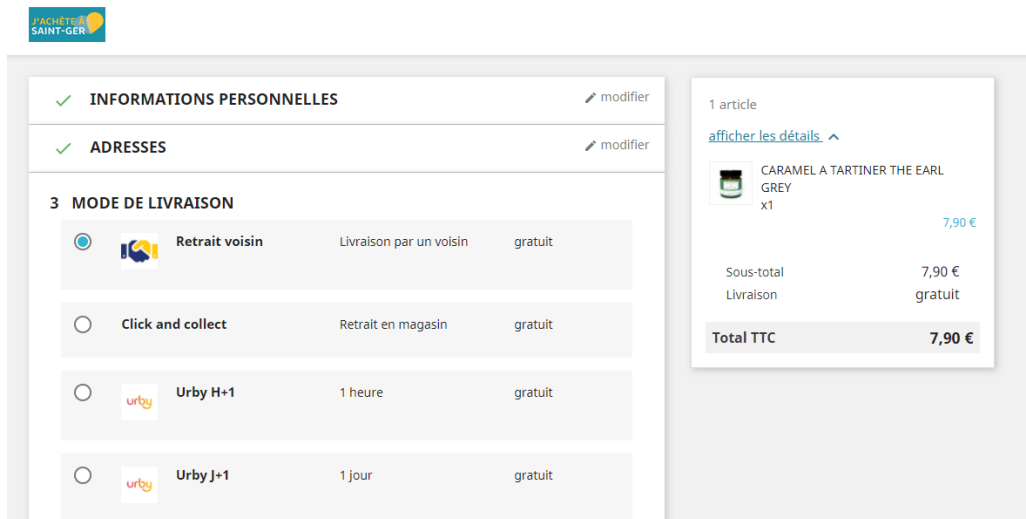
Magasin de jeux et jouets traditionnels. De belles idées de cadeaux pour toutes les occasions ! Dès la naissance.

📍 Séverine Walpoeel
📍 4 Rue du Vieux Abrevoir
☎ 01 35 81 97 41

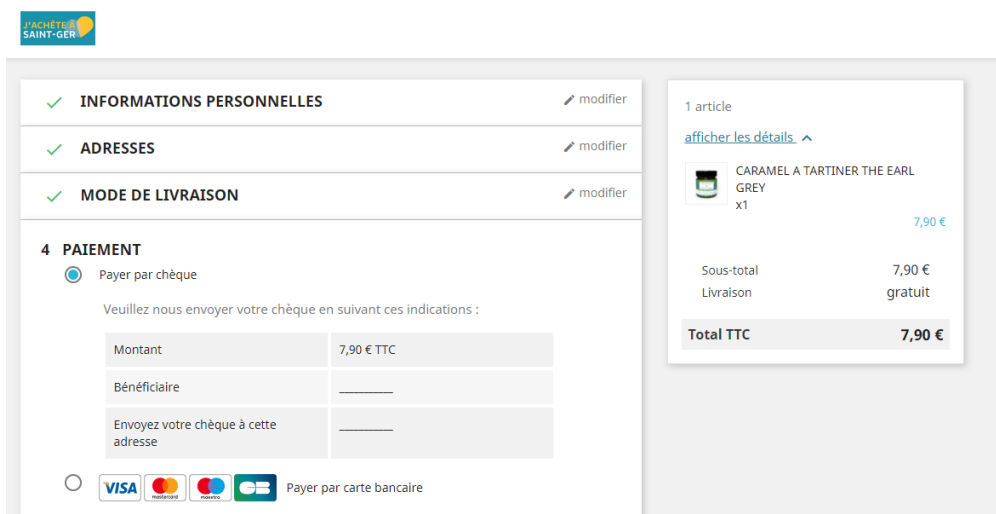


A preview of some of the shops listed under the 'Home' category

A secure payment system is associated to the platform. Shop keepers can opt to use it or only have the goods and/or services booked and paid for on the spot (click & collect system).



The customer can choose between click and collect, delivery by Urby or by a neighbour

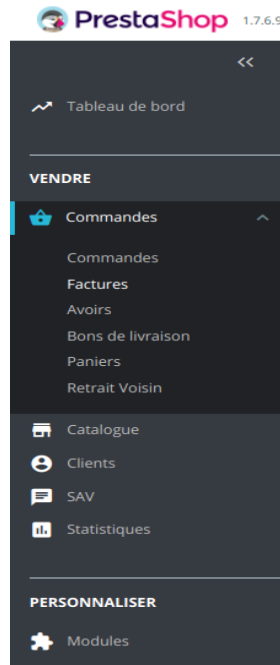


Customers then have the option to select a payment in person if the shop keeper allows this feature

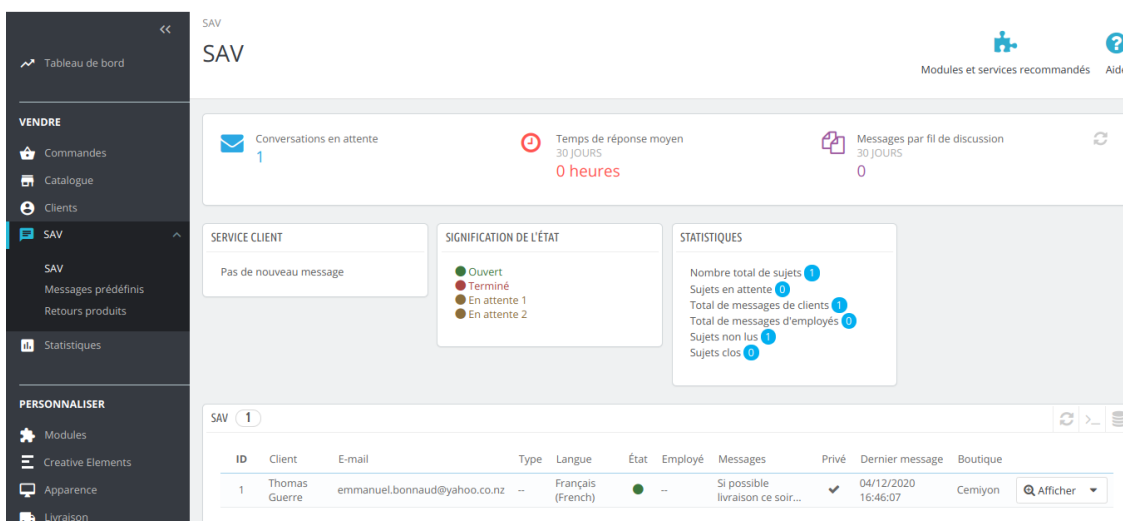
The preliminary tests of this functionality indicated the need for an additional feature allowing the effective real time correlation of the stocks available in the physical shop with the ones displayed through the e-platform. The web developer has already started to study the compatibility of the platform with the various cash register systems shopkeepers are already using, and this facility is planned to be introduced as well in the improvement phase.

3.2. The internal part – specific up-to-date information for business keepers & dedicated exchange area (blog / virtual lounge area)

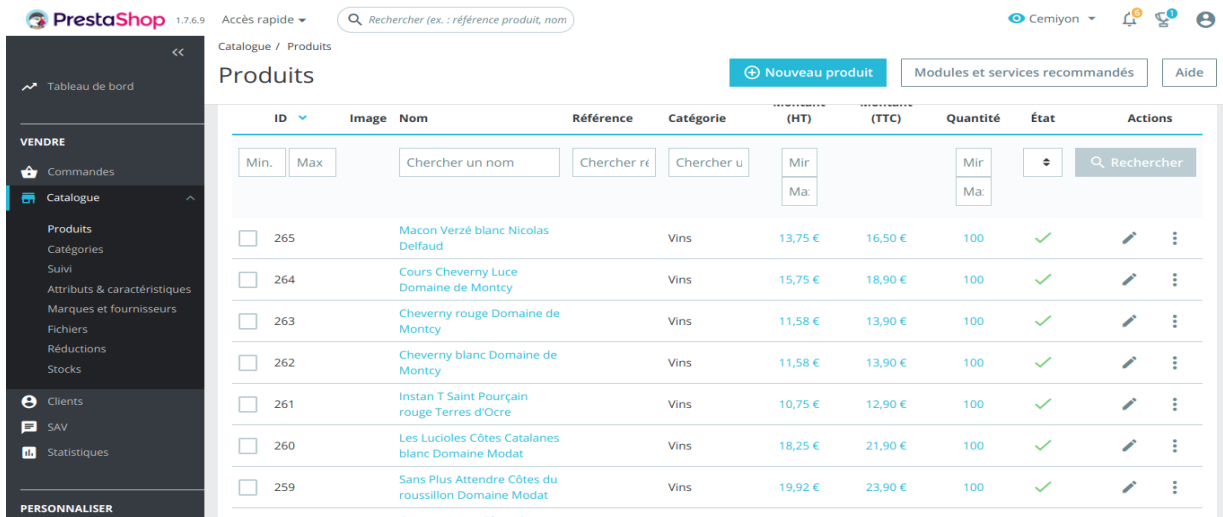
The digital tool also includes an internal part only available for participating business keepers. This plays the role of a dynamic newsletter providing useful information (tailormade news) and exchange opportunities. Thus, business keepers can be easily informed and communicate with their peers, contributing to the consolidation of a real professional community around this tool.



Features on the website back-office including: newsletter, orders, catalogue, clients, customer service, statistics



Preview of the customer service tab on the back-office

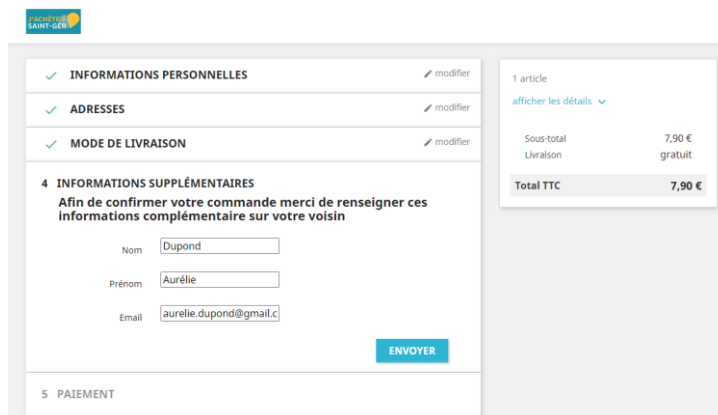


Preview of the catalogue from the back-office standpoint

A different section of the platform is dedicated to private chats between shop keepers and their clients. Besides furnishing recommendations and needed information about the goods and delivery options, this feature renders the experience more personal, more human, bringing it closer of the much-appreciated face-to-face interaction distinguishing traditional shops of the malls or online businesses.

3.3. Matchmaking system

The matchmaking system of the digital tool enables the secure and reliable connection of people who need the delivery of their shopping and their neighbours who are ready to provide this community service when looking for their own goods. It is meant not only to limit the number of necessary travels and enable the protection of the most vulnerable categories of people, but also to encourage solidarity and community sense.



Customers can choose to indicate a neighbour for the delivery of their order

It has been conceived so that to also support personal relations thus allowing to combine the convenience of the online orders with the unique personal experience that many people were missing during the lockdown period.

3.4. Rewards system

In order to incentivize community services together with the shift towards more sustainable modes of transport, a rewards system was associated to the digital tool. This one enables people that are looking for the shopping of their neighbours when doing their own and use active modes of travel or public transport to gain a number of points that can be then used for obtaining vouchers for local cultural and sportive activities and tickets for public transport or bike / scooter renting.

Besides the increased motivation to help their neighbours and contribute to the public health through the limitation of the number of necessary travels and contamination occasions for the most vulnerable ones, this system renders the digital tool more attractive (through the playfulness and human essence of the idea). Besides, it allows to promote and better support the cultural and sports institutions, essential for psychical and physical health and among the most severely impacted by the sanitary crisis.

3.5. Services provided through the urban logistics platform

On the occasion of the exchanges organised lasting this autumn with business keepers asked to evaluate the already implemented features of the digital tool and further detail the ones planned to be introduced, many expressed the need to facilitate deliveries for shops in the city centre, particularly in the context of a possible extension of the pedestrian area. Based on this request and supported by the long date collaboration of SGL with the Post Office on urban logistics, the idea of creating an urban logistics platform was developed. The quick implementation of this facility will allow testing a larger variety of services offered to business keepers and respectively to their clients, promoted through the digital tool and possible to choose from a larger list of options.

This urban logistics platform installed at the periphery of the city centre will be inaugurated on December 1st. Deliveries for clients can be made starting with December 2nd while first last mile cargo bike deliveries for shops have been contracted for December 3rd.

4. Methodology

Based on the initially proposed concept, the functionalities of the digital tool have been collaboratively adapted together with the target users actively involved in the building process in order to better respond to their needs. One of the main initial requests was to provide increased flexibility so that to easily adapt this tool according to the evolution of businesses and technologies and specific conditions corresponding to each context and user so that to ensure its resilience and easy replicability.

A broader online consultation was made among people living in SGL and nearby areas while focus groups, brainstorming sessions and interviews were organised with shopkeepers in the pilot area aiming to contribute.

Lasting the project life, the digital tool is planned to be tested by 20 business keepers in different sectors present in SGL (2 for each field of activity). The number of clients that can subscribe and use the platform is not limited. The test period is also meant to be used for the optimisation of the platform from the technical point of view (possible bug fixing), but also regarding the operational and image aspects, always based on the input from shopkeepers and their clients.

At the end of the test period, it will be possible to be used by a large number of business keepers (up to 2 000 or even more) with always unlimited number of clients.

It is promoted through a dedicated video clip and related urban events as well as through the websites and social media accounts of the local partners. Given the large number of expats in SGL and the international character of this municipality, the digital tool was planned to also have an English version and allow the possibility to introduce further languages depending on future needs.

5. Results

Despite the very short time, large number of stakeholders involved, increased complexity and inherent context problems related to the sanitary crisis, the design and implementation of the digital tool advanced well and the first feedback regarding the process was very positive. The results of this deliverable can be reasonably evaluated only after the test phase starting on December 1st. Up to the present there have been done only partial tests of the various features, but none of the full mechanism.

6. Conclusions and Lessons learnt

Even if extremely time-consuming, the numerous exchanges with different stakeholders really helped to produce a tailor-made tool optimally covering the large variety of explicitly expressed needs or anticipated ones.

Given the very innovative concept and collaborative human-centred approach, the web developers initially consulted did not fully understand the complexity and advanced expertise needed for the development of such a tool. Therefore, after the project had started since more than 2 months, they declined their capacity of doing the expected work, thus wasting a lot of energy already invested by the project team and generating important delays.

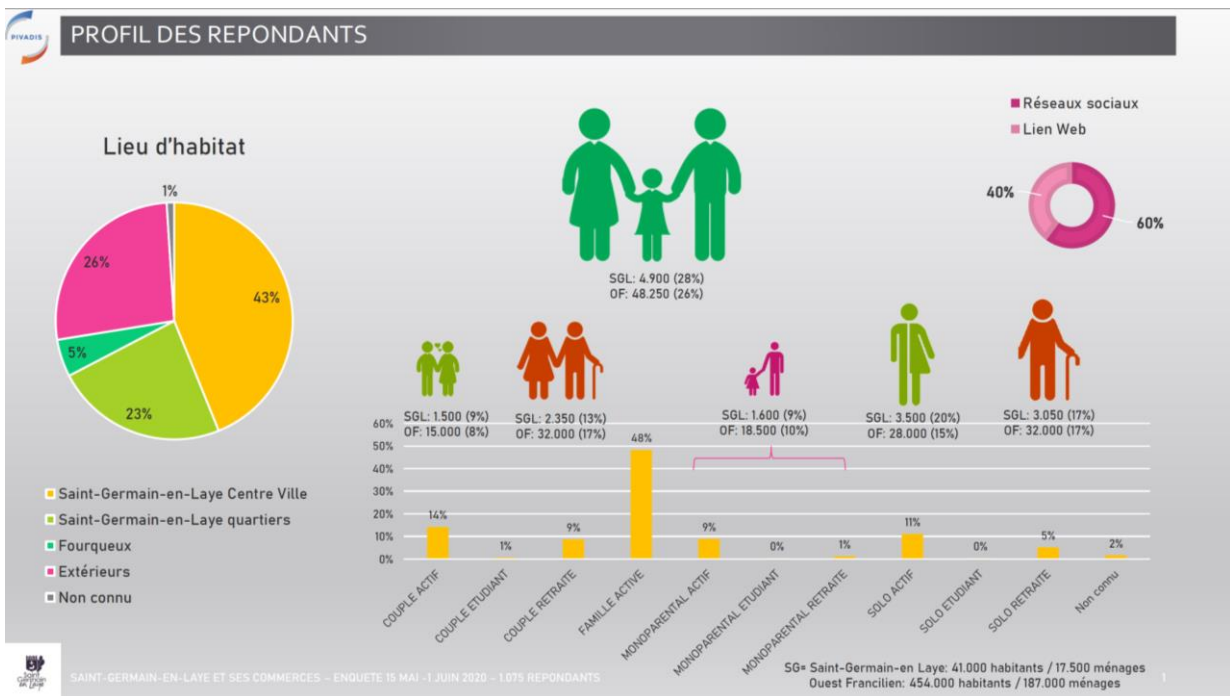
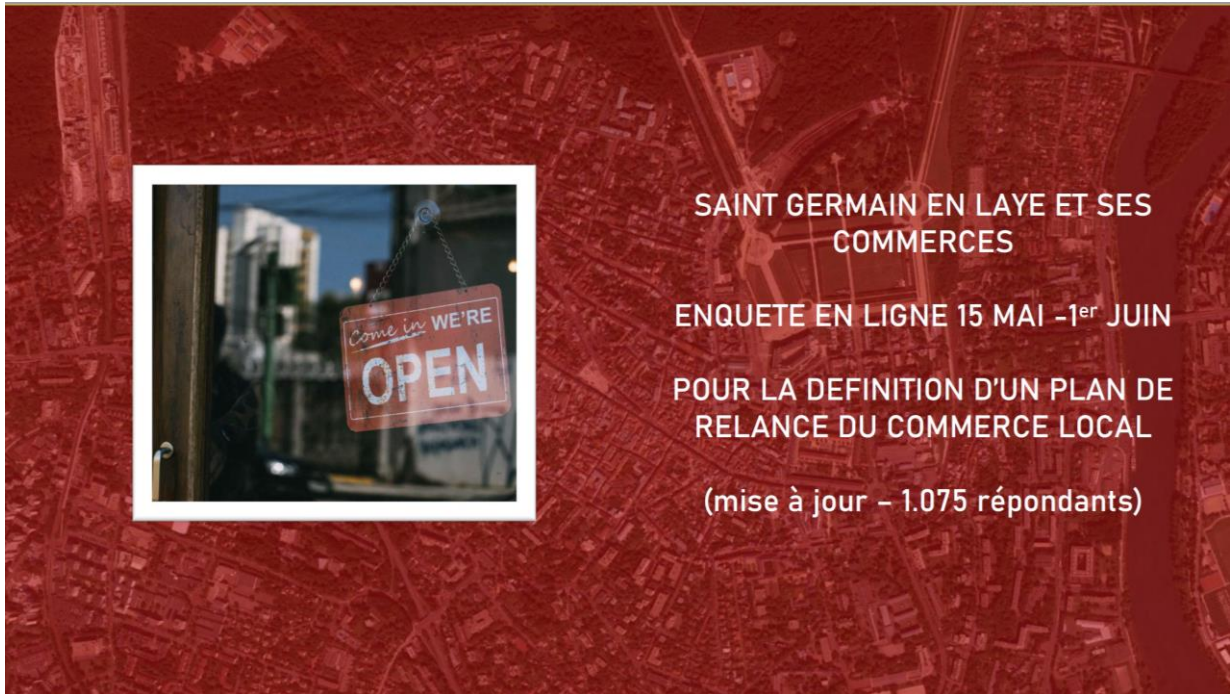
To the extremely short time and tight deadlines, added the underestimation of the corresponding budget (by the originally contacted web developers) so that adaptations were needed in order to be able to deliver what was promised in the due time.

The process of preparation of this deliverable made evident an important discrepancy between the expressed ambition and the real capacity of responding in such a limited time and with additional burdens generated by the aggravation of the general sanitary crisis.

On the one hand it was very good that some dormant wishes and initiatives could come to life quicker due to the particular situation, but on the other the operability of the tool was impacted by the lack of time for getting familiar with it and use it at its full capacity.

Also given the very short implementation time of the digital tool, the administrative issues, the unexpectedly long delay of the EIT pre-financing and the legal delays to be respected also raised additional burdens.

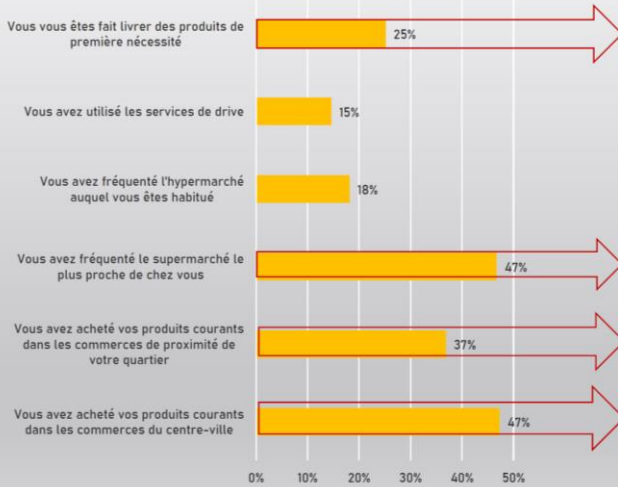
Annex I: Summary of the online survey conducted in SGL between May 15th & June 1st





LES PRATIQUES EN PERIODE DE CONFINEMENT: PROXIMITE ET LIVRAISONS

Pendant la période de confinement



Un recours important à la livraison, en particulier pour les solos retraités (40%).

Le drive: un usage qui reste modéré malgré une forte progression pendant le confinement

Un rôle clef des supermarchés, quel que soit le lieu d'habitat et le profil (solo actifs: 53%)

La proximité, en particulier pour les familles en centre-ville (41%) et les monoparentaux (40%).

74% pour les habitants du centre-ville
36% pour les habitants des quartiers
25% pour les habitants de Fourqueux
18% pour les répondants, extérieurs



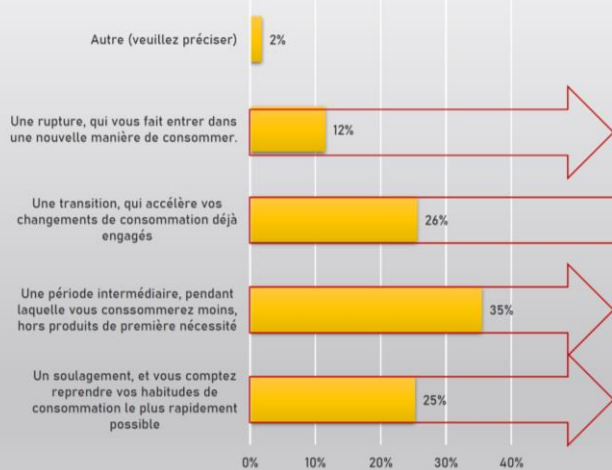
SAINT-GERMAIN-EN-LAYE ET SES COMMERCES - ENQUETE 15 MAI - 1 JUIN 2020 - 1075 REpondants

2



L'IMPACT DU CONFINEMENT = VERS UNE REPRISE LENTE ET DES PRATIQUES MODIFIEES

Pour vous, le déconfinement c'est:



Peu de ruptures, qui concerne presque uniquement les familles et monoparentaux actifs (13 à 15%) mais pas les solos (5 à 6%).

Voir les évolutions de pratiques

Une baisse de consommation qui semble inévitable (45% pour les solos actifs), mais interroge la manière de générer le désir, dans un cadre de protocole sanitaire strict.

Moins d'un quart des répondants envisage de reprendre rapidement leur niveau de consommation antérieur.
42% pour les solo retraités ↔ 19% pour les solos actifs
39% pour les couples retraités ↔ 25% pour les couples actifs
23% pour les familles actives
31% pour les monoparentaux actifs
34% pour les clients extérieurs répondants

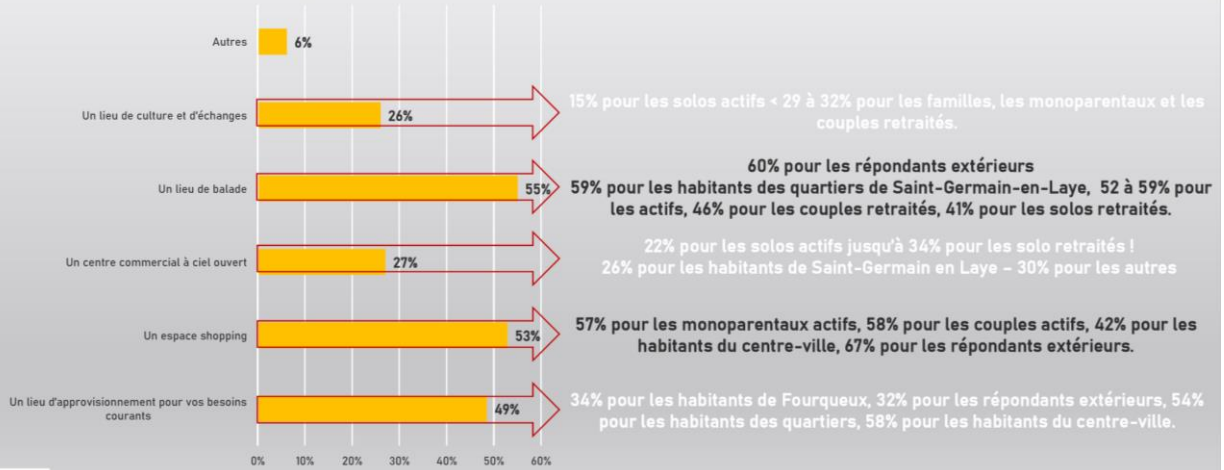


SAINT-GERMAIN-EN-LAYE ET SES COMMERCES - ENQUETE 15 MAI - 1 JUIN 2020 - 1075 REpondants

3

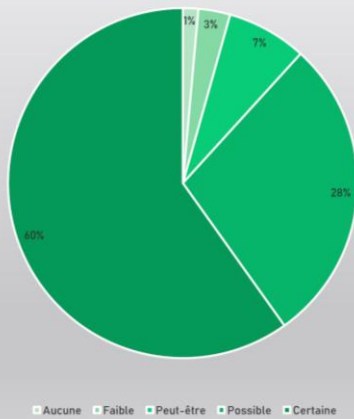
POSITION VIS-A-VIS DU CENTRE VILLE DE SAINT-GERMAIN-EN-LAYE

Usuellement pour vous, le centre-ville de Saint-Germain-en-Laye, c'est:

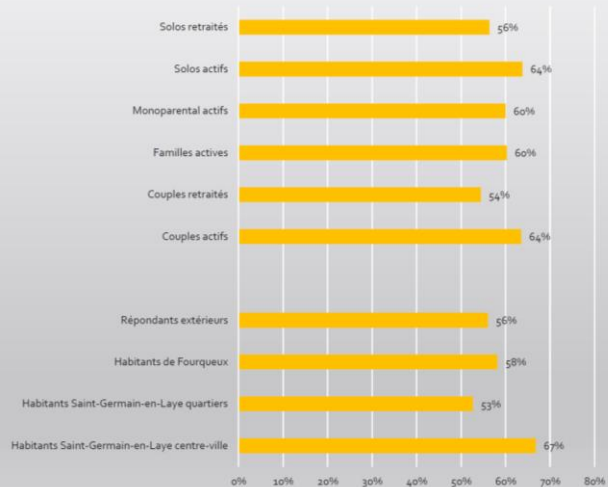


UNE BONNE CONFIANCE DANS L'ATTRACTIVITE DU CENTRE-VILLE DE SAINT-GERMAIN-EN-LAYE

Quelle est la probabilité que vous recommandiez le centre-ville de Saint-Germain-en-Laye comme lieu d'achats à un ami ou à un collègue ?



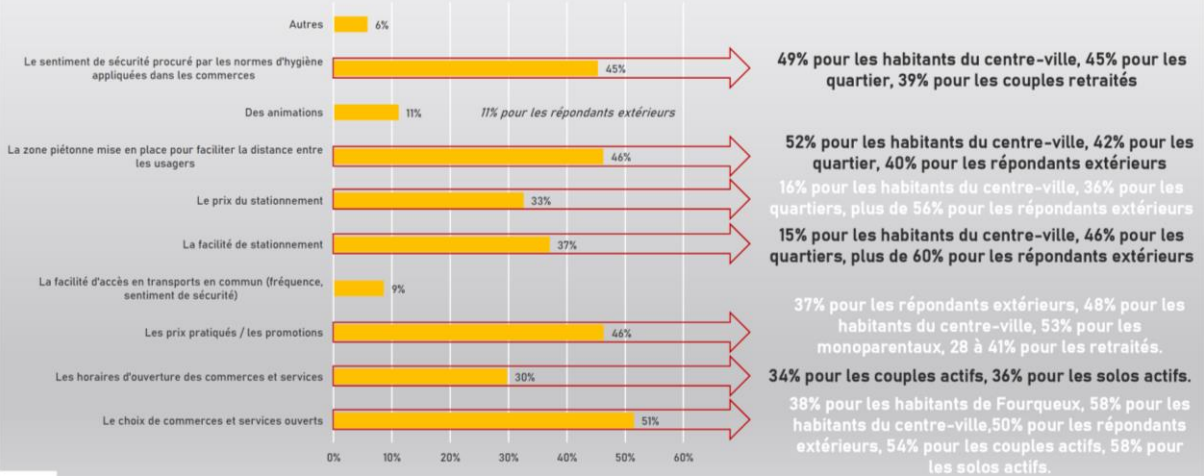
Proportion de recommandation certaine par profil





CRITERES QUI POURRAIENT INCITER A CONSOMMER DAVANTAGE AU CENTRE-VILLE

Quels sont les critères qui vous inciteraient à consommer davantage au centre-ville de Saint-Germain-en-Laye dans les semaines à venir ?



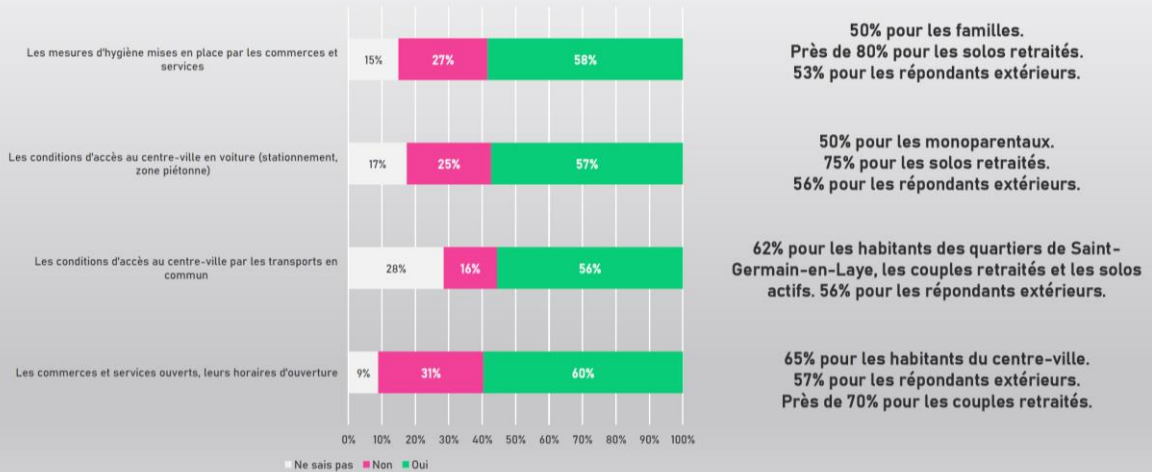
SAINT-GERMAIN-EN-LAYE ET SES COMMERCES - ENQUETE 15 MAI - 1 JUIN 2020 - 1.075 RESPONDANTS

6



CRITERES QUI POURRAIENT INCITER A CONSOMMER DAVANTAGE AU CENTRE-VILLE

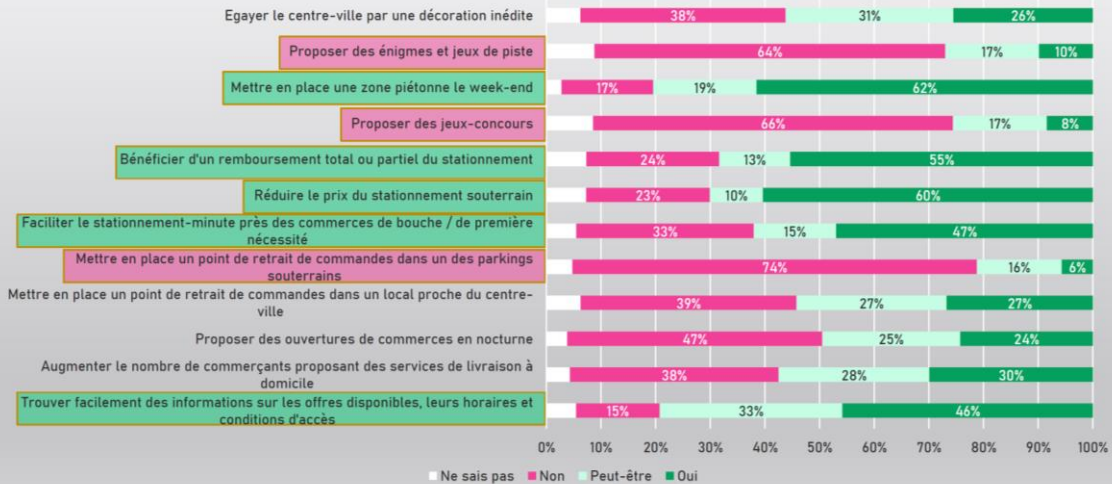
Considérez-vous être suffisamment informé(e) sur les points suivants ?



SAINT-GERMAIN-EN-LAYE ET SES COMMERCES - ENQUETE 15 MAI - 1 JUIN 2020 - 1.075 RESPONDANTS

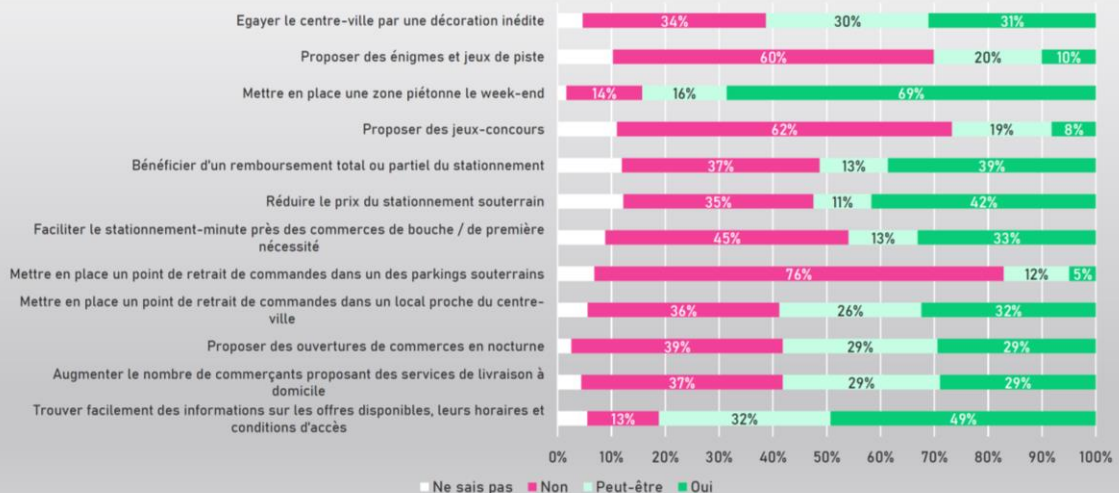
AVIS SUR LES ACTIONS PROPOSEES: CLAIREMENT UNE ORIENTATION OFFRE ET PIETONS

Si les actions suivantes étaient mises en place, cela vous inciterait-il à consommer plus au centre-ville de Saint-Germain-en-Laye ?



AVIS SUR LES ACTIONS PROPOSEES: LE POINT DE VUE DES HABITANTS DU CENTRE-VILLE

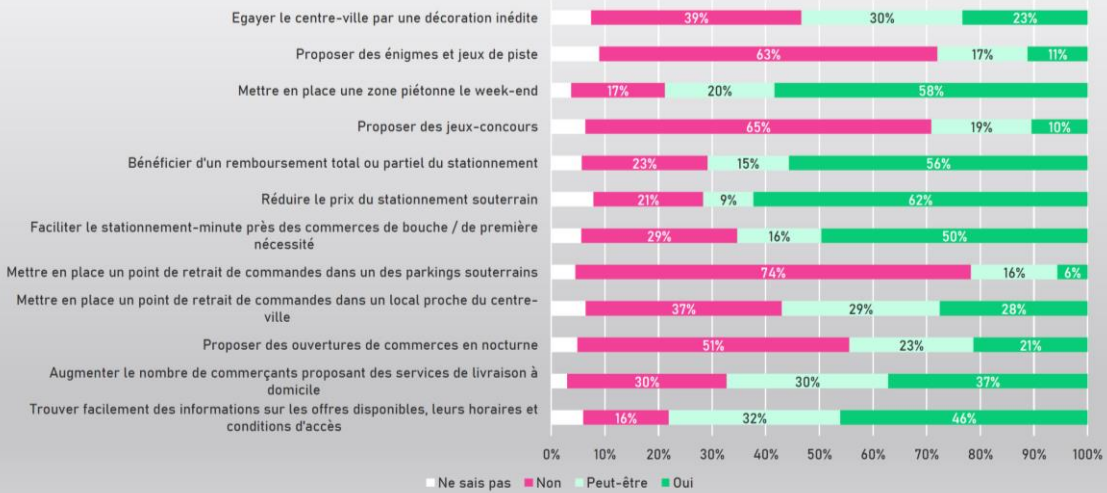
Si les actions suivantes étaient mises en place, cela vous inciterait-il à consommer plus au centre-ville de Saint-Germain-en-Laye ?





AVIS SUR LES ACTIONS PROPOSEES: LE POINT DE VUE DES HABITANTS DES QUARTIERS

Si les actions suivantes étaient mises en place, cela vous inciterait-il à consommer plus au centre-ville de Saint-Germain-en-Laye ?



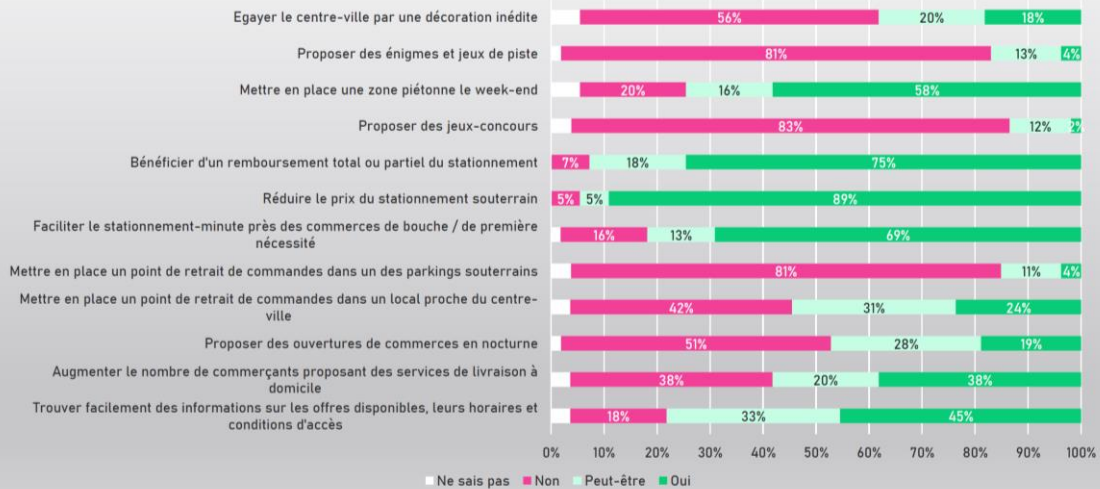
SAINT-GERMAIN-EN-LAYE ET SES COMMERCES - ENQUETE 15 MAI - 1 JUIN 2020 - 1.075 RESPONDANTS

10



AVIS SUR LES ACTIONS PROPOSEES: LE POINT DE VUE DES HABITANTS DE FOURQUEUX

Si les actions suivantes étaient mises en place, cela vous inciterait-il à consommer plus au centre-ville de Saint-Germain-en-Laye ?

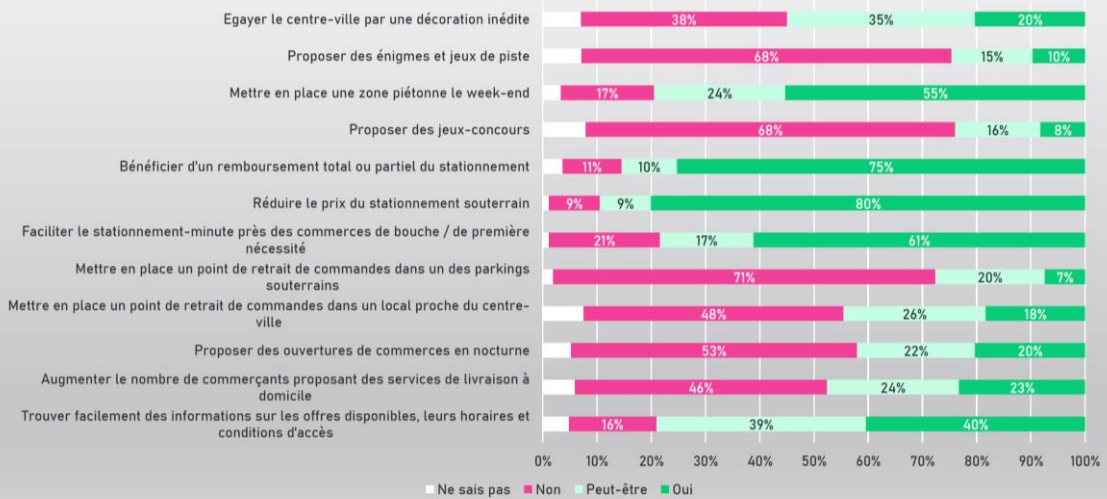


SAINT-GERMAIN-EN-LAYE ET SES COMMERCES - ENQUETE 15 MAI - 1 JUIN 2020 - 1.075 RESPONDANTS

11

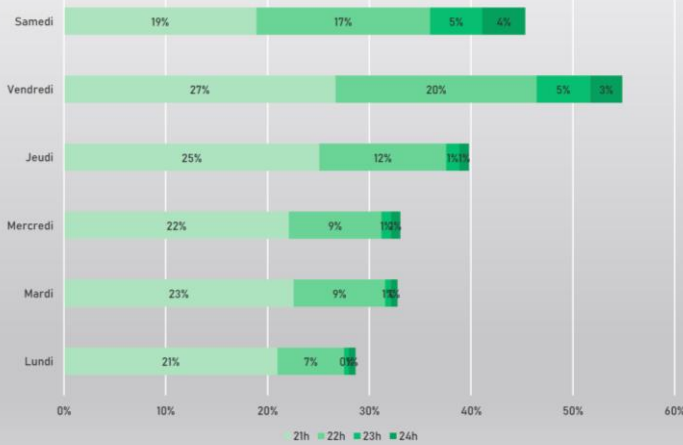
AVIS SUR LES ACTIONS PROPOSEES: LE POINT DE VUE DES REpondANTS EXTERIEURS

Si les actions suivantes étaient mises en place, cela vous inciterait-il à consommer plus au centre-ville de Saint-Germain-en-Laye ?



INTERET POUR DES HORAIRES EN NOCTURNE

Si vous êtes intéressé(e) par des horaires en nocturne : quels jours et jusqu'à quelle heure ?



Un intérêt plus marqué pour des horaires en nocturne, en particulier de fin de semaine, que les réponses en première intention.

Un intérêt plus marqué par les Saint-Germainois que pour les clients extérieurs.



Ministerul Dezvoltării, Lucrărilor Publice
și Administrației

Direcția Generală Dezvoltare
Regională și Infrastructură
Bd. Libertății nr. 16,
Latura Nord, sector 5
București, cod poștal 050706

T: +40 372 111 409
E: info@mdlpa.ro
www.mdlpa.ro

Nr. 1282 /07.01.2021

Letter of interest

We confirm, through the present, the interest of the Romanian Ministry of Development, Public Works and Administration in the „Safely Connected” EIT Urban Mobility project, KAVA number 20269, and in its innovative products. More specifically, we are interested in promoting among the Romanian cities and towns:

- the active mobility and community friendly e-commerce platform,
- the urban furniture toolkit and,
- the guidelines & training on public space use and people behaviours produced in this context and encourage their adoption.

Yours sincerely,

Minister of Development, Public Works and Administration

CSEKE Attila

Saint-Ouen-sur-Seine, December 29th, 2020

Mission « Saint-Germain-en-Laye Demain »
Direction générale des services
Ville de Saint-Germain-en-Laye
France

Letter of interest for the “Safely Connected” - EIT Urban Mobility project

I undersigned, Aude ROTHENBURGER, Deputy General Director of Region Île-de-France / Paris Region, confirm through the present letter, the interest of the Île de France Region in the “Safely Connected” EIT Urban Mobility project, KAVA number 20269, and in its innovative products.

More specifically, we commit ourselves to promote among Ile-de-France cities and towns and other entities in our network:

- the active mobility and community friendly e-commerce platform;
- the urban furniture toolkit and;
- the guidelines & training on public space use and people behaviours;
- produced in this context and encourage their adaptation and use.

Yours sincerely,



Aude ROTHENBURGER

Deputy General Director
Région Île-de-France / Paris Region
2 rue Simone Veil
93400 Saint-Ouen-sur-Seine
France



Monsieur Arnaud Péricard
Maire de Saint-Germain-en-Laye
16 rue de Pontoise
78101 Saint-Germain-en-Laye
France

Brussels, 29th of December, 2020

LETTER OF INTEREST FOR THE SAFELY CONNECTED EIT URBAN MOBILITY PROJECT

With this letter, we would like to express the strong interest of the Safe and Sustainable Mobility Partnership, to the project EIT Urban Mobility project “Safely Connected”, KAVA number 20269, and in its innovative products.

The project is fully in line with our partnership’s priorities, and more specifically our dedicated mobility data and safe mobility working groups’ works.

Our partnership is deeply interested in the innovative solutions promoted by the project to tackle the covid crisis, as it will leverage our partners’ innovation policies towards SMEs, support their scale-up and provide new solutions for local authorities to address the new challenges they are facing.

For all these reasons, we are committed to promote among our partners :


- the active mobility and community friendly e-commerce platform,
- the urban furniture toolkit and,
- the guidelines & training on public space use and people behaviours,

produced in the context of the Safely Connected project and encourage their adaptation and use.

Best regards,

On behalf of the leading Regions, Ile-de-France and Aragon


Françoise Guaspere
Ile-de-France Europe


Francisco Vignalondo
Aragon Exterior in Brussels

Letter of interest

I, undersigned Mr. GHEORGHE SUCACIU, Mayor of Făgăraș, am confirming through the present the interest of the Romanian Municipality of Făgăraș in the „Safely Connected” EIT Urban Mobility project, KAVA number 20269, and in its innovative products. More specifically, we are willing to test and adapt:

- the active mobility and community friendly e-commerce platform and
 - the urban furniture toolkit,
- and benefit of the guidelines & training on public space use and people behaviours.

Yours sincerely,

Mr GHEORGHE SUCACIU