



# SAFARI

## Safety and usability of sustainable mobility services for vulnerable groups through innovative data sources

**Project duration:**  
10. 2024 - 01. 2027

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Project partner

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**Contracting agency:** BMK „Mobilität 2023“ (FFG Projekt No. FO999913576)

### Initial situation:

A comprehensive understanding of transport demand is required for the evidence-based design of a climate and environmentally friendly mobility systems. The data sources currently used are inadequate, particularly in rural areas with a less diverse range of mobility options and when it comes to the needs of vulnerable groups of people. As a result of advancing digitalisation, data sources other than traditional mobility data (such as big data from earth observation or social media platforms) are becoming available, providing the potential to make a significant contribution to a better understanding of transport demand.

### Project goals:

- Identification of barriers to sustainable mobility for different groups of people.
- Evaluation of the potential of innovative data sources for presenting and analysing barriers to mobility.
- Solutions for the management and optimisation of inclusive transport systems.

### Expected results:

- Guidelines for the use of innovative data sources in service planning, including consideration of mobility barriers.

### Contribution Z\_GIS:

- Identification and processing of suitable, innovative data sources (with a focus on earth observation and social media).
- Design and application of analyses based on innovative data sources.

