

Project TwoPager | EuroTeQaThon III

Our third EuroTeQathon will be hosted in Prague (CTU) from Saturday June 10th until Monday June 12th 2023. In preparation of this event every (selected) Collider project is asked to submit a TwoPager on their project according to the locally communicated deadline and procedure. This document will be used by the jury to

PROJECT DETAILS

Challenge Collaborator: Ballerup Trade Association

Team name: Gamechanger 2.0

Team slogan: Simplifying Parking, Amplifying Shopping!

Team members (full name | study program | university)

Full name	Study Program	University
Clea Sofia Seckmann Kjærsgaard Fleisher	Manufacturing and Management	DTU
Maria Engesæther Møllegaard	Manufacturing and Management	DTU
William Hans Jul Vindal Ludvigsen	Process and Innovation	DTU

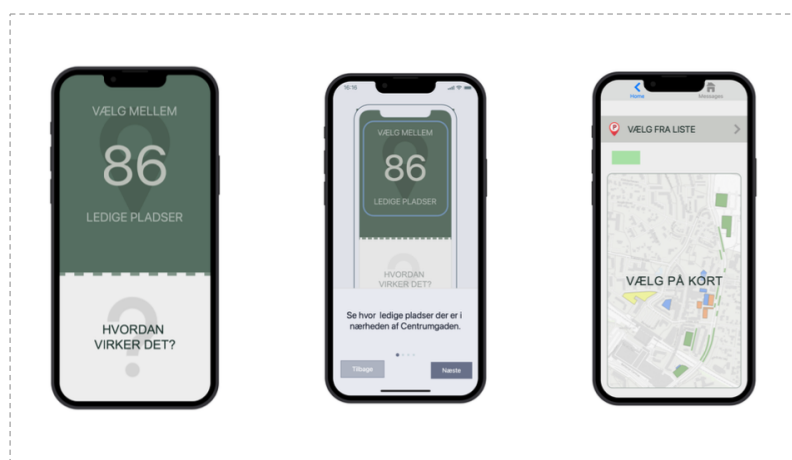


What is the target problem for your project (in one sentence)?

How can better parking conditions in Ballerup help local businesses survive, by motivating consumers to shop locally.

How do you solve it (in max. three sentences)?

By using existing technologies in the form of sensors and an app, to better inform visitors of where to park. Visitors can choose a free parking spot, which fits their needs, and be directed directly to it, and thereby eliminating one of the biggest pains when shopping locally, namely finding a suitable and free parking spot.



Potential for impact

How does it contribute to a more sustainable future from an environmental, social and/or economic perspective? On what scale and what range of the population could your project have an impact? (regional, national, European, only a small group of people, a wide range of the population etc.)

This solution will mostly have an impact locally in Ballerup, and Denmark. It contributes to a more sustainable future, as the solution includes the already existing parking areas in Ballerup Centrumgade. The solution contributes to the fact that customers do not drive unnecessary kilometers in the car by circulating around looking for parking spaces, or alternatively choose other areas much further away.

Furthermore, this solution contributes to better social cohesion in Ballerup, as it will make it more attractive for customers to shop locally. From an economic perspective, this solution probably serves the biggest impact. Tests shows that more customers will shop locally, thereby improving the conditions for local businesses. It is also the most cost effective way of optimizing the parking conditions and shopping experience.

Innovation

How is the solution innovative comparing to existing ones (if exist) from an application area, business model, technological and/or customer experience perspective? Who are the main competitors?

This solution is innovative because it leverages already existing resources, rather than, building a completely new car park, or completely reshaping the shopping area by rebuilding most of it, in order to become more attractive and attract more customers, solutions which have not been supported in any of the research or tests.

Feasibility

To what extent can your project be self-sustainable? Are the means available to realize your innovations? What would be your ambition/the next steps with the project?

The solution is not particularly self-sustainable, as there will be costs associated with ongoing updates. The app will make the central street more sustainable from an economic perspective.

Ballerup Municipality has allocated funds for an innovative solution for the project. Ballerup Trade Association has chosen to take our solution forward for assessment by the municipality.

Our ambitions with the project are to implement a test case of the app, by having sensors set up at some parking areas. After the test phase has been evaluated, the project will be fully implemented.

Inclusivity

Are the stakeholders (industry partners, governmental bodies, societal stakeholders, potential users, etc.) involved in the process of the solution development? How did you take them and their feedback into account? What disciplines (engineering perspective, sociological perspective, etc.) are taken into consideration in the development of the solution?

It has been important for us to involve the most important stakeholders throughout the project. Ballerup Trade Association has been involved throughout all phases of the project, so we were sure to develop a solution that precisely solves their problem. This means we need to accommodate the customers as well, and they have therefore also been frequently involved during the research and development phase.

We have verified the prototype with the customers in Centrumgaden, by being physically on the street and talking to all the customers and showing them the prototype, where they had the opportunity to interact with it and provide input for improvements. We have then further developed the prototype so that it meets the needs of the end user.