



European territorial cooperation Programme
Greece-Italy 2007-2013



GIFT 2.0

GIFT 2.0 Greece-Italy Facilities for Transport and Logistic 2.0

Visit Apulia in one click



**UNIVERSITÀ
DEL SALENTO**

Taranto, 27th March 2015



*Center for Business Innovation
Euro-Mediterranean Incubator
in "e-Business Management"*

Imagine of being a traveler



Some needs:

1. Multimodal and Interregional trip planning
2. Spend less time possible during the trip without doing interesting activities
3. Visit points of interest in the reached area
4. Being informed in real time about the position of transport means
5. Buy interesting items during the trip and at destination

Imagine of being a person or a small producer that needs to ship goods



Some needs:

1. Possibility to ship goods without paying too much
2. Possibility to ship interesting items bought during the trip and at destination (if a traveler)
3. Possibility to find a shipping solution in an easy way
4. Finding the shipping service supply that can satisfy his demand
5. Knowing where the shipped good is in a certain moment

Imagine of being a carrier or forwarder

Some needs:

1. Possibility to intercept the need of shipping goods - demand
2. Possibility to travel always full or almost full
3. Possibility to stock dangerous goods in area that can allow to save money



The answer:



GIFT 2.0
////////////////////
smart ways

A platform for the development of the Adriatic-Ionian geographical area,
in Apulia and Greek Regions,

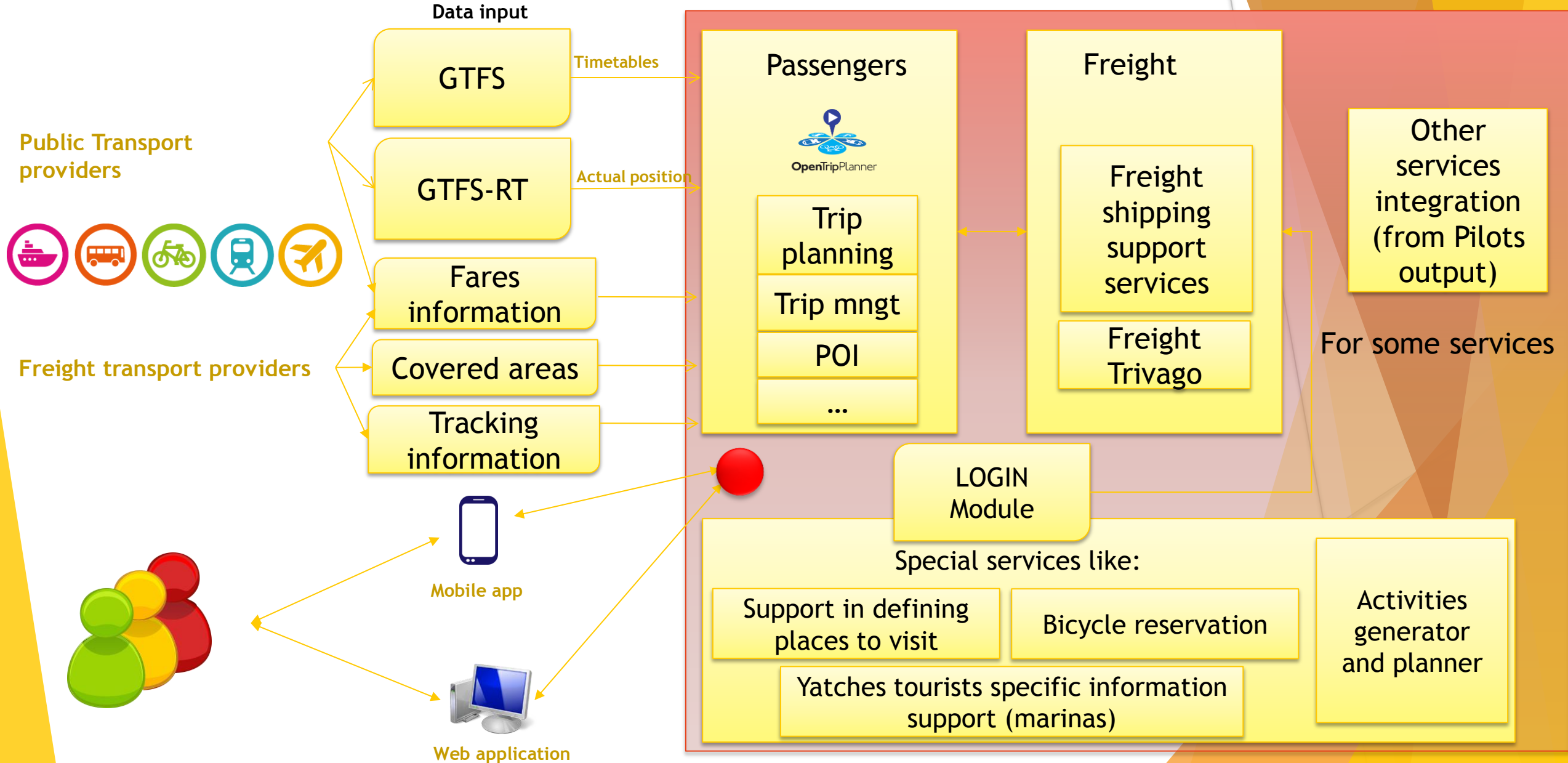
through

the **joint coordinated management** of existing infrastructures and common services, and the creation of new ones

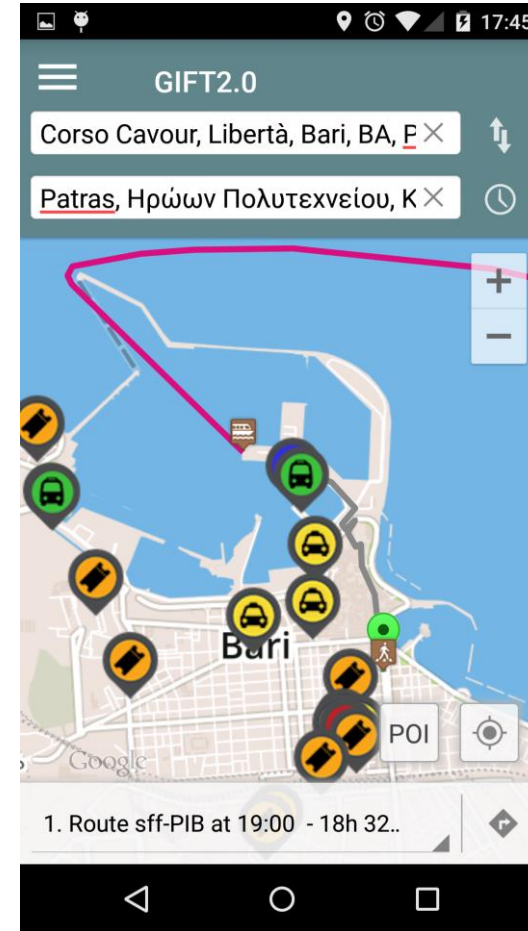
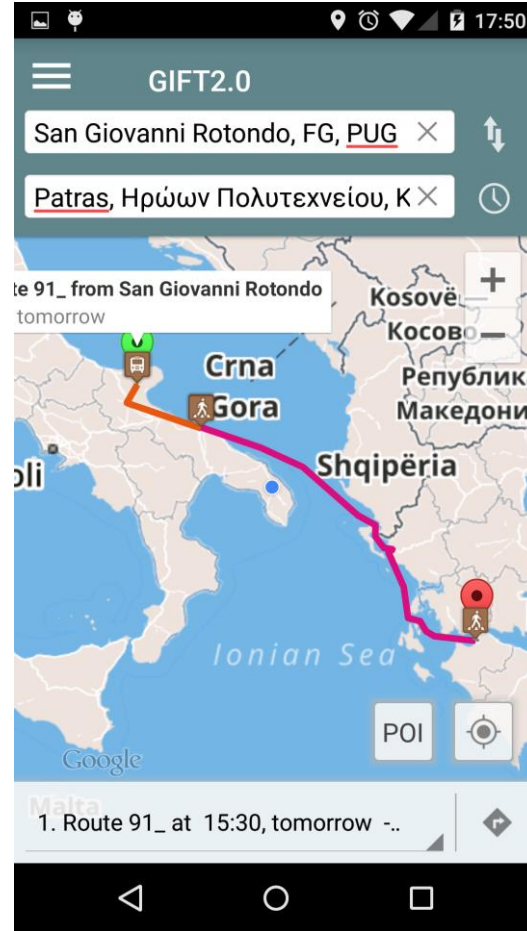
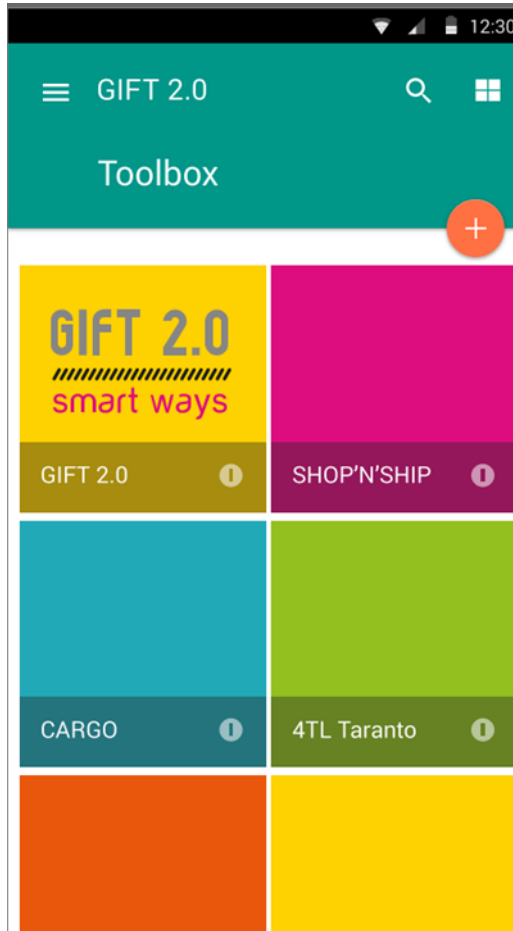
in order to

intercept new traffic flows and consolidate redistributing the existing ones in an optimized way, minimizing generalized costs.

GIFT 2.0 Global Architecture



Mobile APP



WEB APP

GIFT 2.0
smart ways

To modify a trip: drag start and end location pins on the map or use the form below to adjust trip settings.

A From Via Augusto Imperatore, 30, 73100 Lecce LE, Italia

B To Platia Georgiou A 2-14, Patra 262 21, Grecia

Depart by
03/10/2015
9:56 AM

Travel By

Walk
Bicycle

Airplane
Bus
Ferry

Car
Rail
Tram

Sort by: Time

Maximum walk:
0.4 km 1/2 km 1 km 2.5 km 5 km No limit

Plan Trip Reset Trip

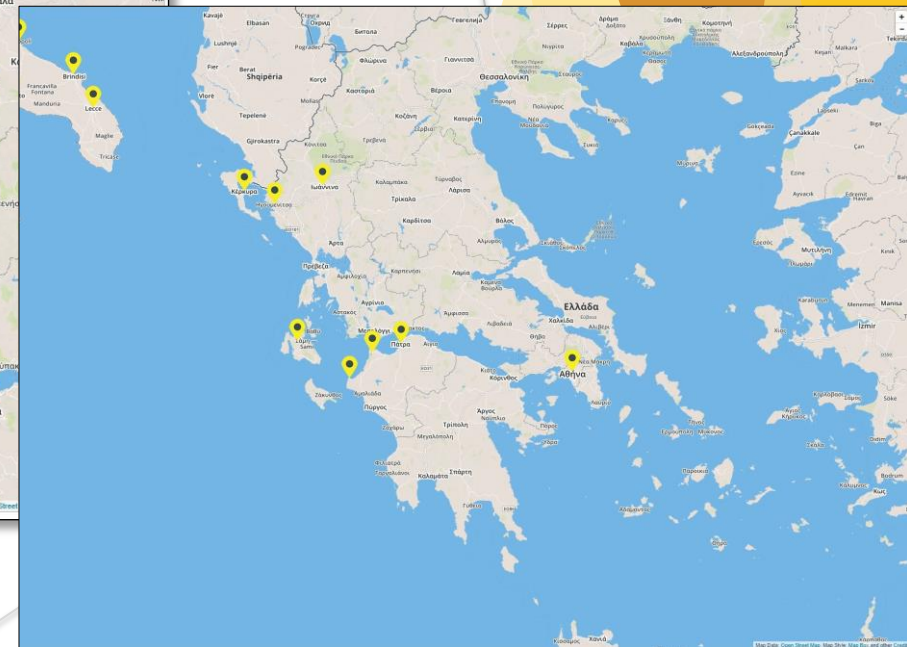
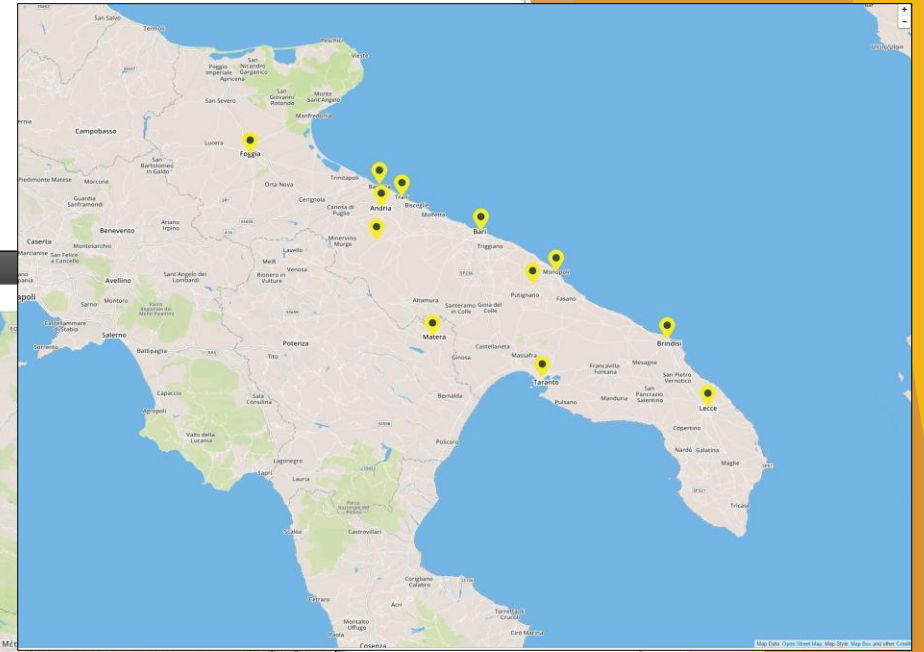
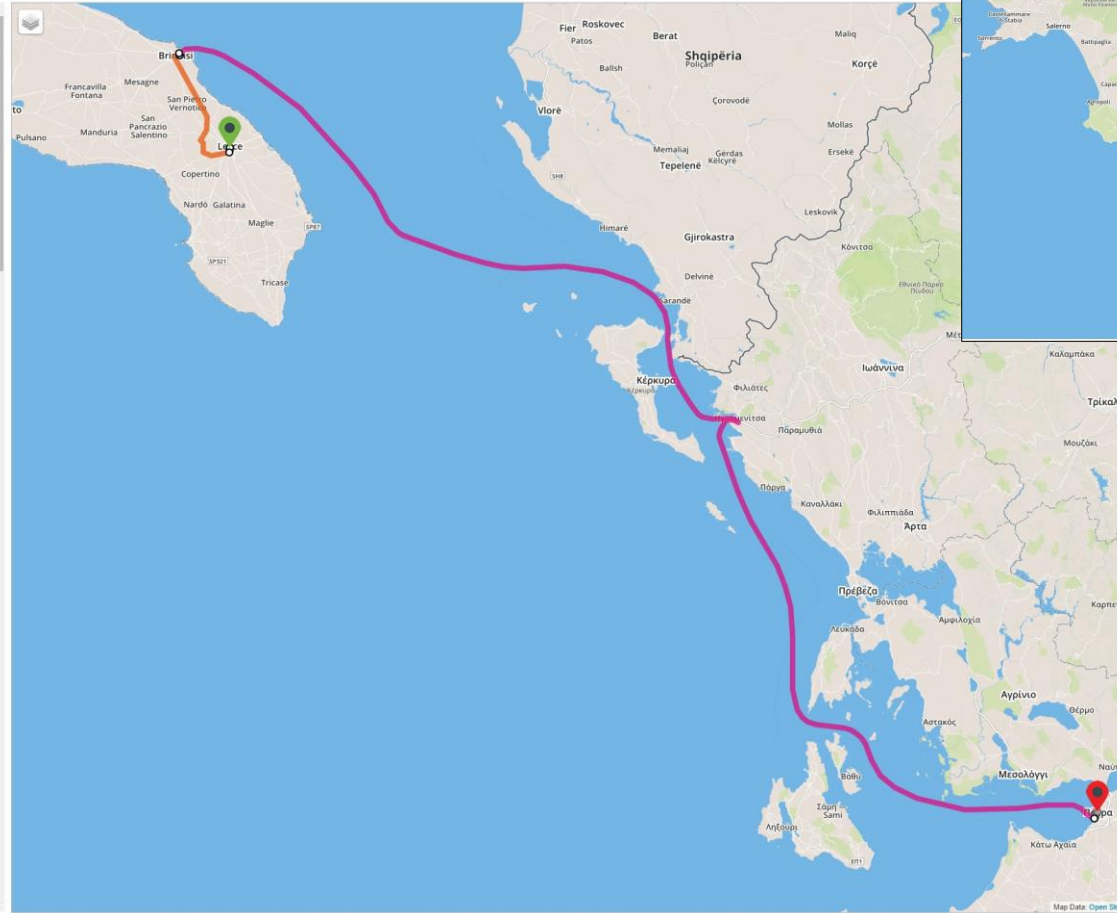
Trip Solutions:

1: 11:46 am - 11:08 am
2: 11:46 am - 11:10 am

First Prev Next Last

Trip Summary:
Start: Tuesday, March 10, 2015 11:46 AM
End: Wednesday, March 11, 2015 11:08 AM
Time: 22 hr, 22 min
Total Walk Distance: 5.5 km
Transfers: 1
Fare: EUR 47.10

Walk
0.23 min - 1.8 km



THANK YOU!

The background features a series of overlapping, semi-transparent geometric shapes in shades of yellow and orange. These shapes are primarily triangles and quadrilaterals, creating a dynamic, layered effect. The colors range from a bright, vibrant yellow to a deep, warm orange. The shapes are positioned on the right side of the frame, with some extending towards the center, leaving the left side mostly white.