

## **FLOWBIRD AND SEMITAN JOIN FORCES TO MAKE MOBILITY EFFORTLESS!**

**To promote the "right to mobility" for all, to better integrate the needs of decarbonising urban centres and to make mobility more accessible and fluid. Semitan, responsible for mobility in the 24 communes of the Nantes conurbation, has chosen Flowbird to develop its multimodal digital platform.**

Amidst the backdrop of urban densification and expansion, the increasing isolation of rural areas, and the escalating environmental challenges, it is imperative to reevaluate mobility practices. This redefinition aims to enhance accessibility and sustainability, playing a crucial role in shaping the future of the community.

*"Facilitating mobility is a key challenge for public policy makers today," says Frédéric Beylier, CEO of Flowbird. "It is through the implementation of a set of global and interconnected services around a digital application that is easy for citizens to use, integrating public transport, on-street and off-street parking, and soft means of mobility such as cycling, that a mobility simplification strategy will be effective, which is essential for changing usage patterns".*

This presents a matter with robust legal responsibilities, and Flowbird is taking action by assisting local authorities right from the initial strategic planning phase of their mobility policy. *"By integrating the specific characteristics of each region and creating dedicated solutions, we can now effectively support decision-makers in meeting their mobility challenges by offering innovative processes for easier use and more sustainable urban mobility,"* continues Frédéric Beylier.

The decarbonisation of our regions is imperative, but it is also achievable today. This conviction is increasingly shared by cities both in France and internationally. Nantes and its surrounding urban area have actively embraced this progressive approach.

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### **About Flowbird:**

Flowbird solutions are used in 5,000 cities in 80 countries to make journeys effortless.

Our relentless desire to enable mobility, through frictionless technology, which gives back time to us all, is the driving force behind our innovations.

We are dedicated to complete, data-led solutions, which can be used to inform mobility policy and make a positive impact.

[www.flowbird.com](http://www.flowbird.com)

### **Press contact:**

David Chauvin - [ext-david.chauvin@flowbird.group](mailto:ext-david.chauvin@flowbird.group)