

POLSKI UNIWERSYTET NA OBCZYŹNIE
W LONDYNIE

ZESZYTY NAUKOWE

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POLISH UNIVERSITY ABROAD, LONDON

POLISH UNIVERSITY ABROAD AND LONDON TECH WEEK 2018

On 15th June 2018, for the first time in the whole history of Polish higher education, a Polish university took part in the London Tech Week – one of the biggest cycles of new technologies and economy events in the world. This year such an opportunity was offered to the Polish University Abroad as a result of our long lasting co-operation with other universities in an academic research project called TICASS. What is crucial, TICASS is a Polish academic research project supported by the European Union. Due to the fact that European Union is getting focused on social innovations (for better and easier life and work in the united Europe), we have started to develop a follow-up project with economic connotation. We have got our own Smart City project that we can describe also as being Polish. It is based on a solution concerning local public transport and should lead us to a new stage of future development of transportation in the European Union.

Smart City ideas concern i.a. future transportation issues in modern metropolises. London, for instance, tends to reduce the number of non-electric cars to zero in most of the places crowded with tourists and locals. It is worth mentioning that I myself have been taking part in the consulting process of turning the Oxford Street, one of the most popular shopping streets in the world, into a traffic-free district by the end of 2019 (the west side, from Marble Arch to



Dr Aleksandra Łukaszewicz Alcaraz delivering presentation about TICASS; from the PUNO collections

Oxford Circus, will be traffic-free even earlier – by the end of 2018). Solutions like this one will make local public transport more and more important in the future. London has about one billion passengers of the local public transport a year now. All the European Union, however, has now up to about one billion passengers using local public transport a day. These numbers promise a lot of socio-economic opportunities.

One of them is our advanced system integrating all local public transport operators in the European Union with one simple product, ready for implementation in any big city in the united Europe. It's code name is OurEuroTime-Table. Visual communication in urban space, in our opinion, is a front line of the Smart City change in today's world. We can introduce advanced systems, based on autonomous vehicles available on demand, but local public transport will stay the most popular solution in our cities for next decades. We will have self-driving buses and much greener trams, however, are we ready for more efficient systems of their implementation? Are we ready for the future mobility of Europeans? We don't have physical borders anymore but we have communication barriers affecting the efficiency of local public transport. Such a barrier will



Roman Mazur MBA delivering pitch deck about OurEuroTimeTable; from the PUNO collections

be reduced very significantly thanks to our initiative. We are going to replace all low-communicative European Union timetables with an accessible one evolving out of the Polish University Abroad researchers' contribution to TICASS. Moreover, we are going to do it with the support of an accessible application for smartphones to let all people feel at home with local public transportation in any city in the European Union.

In such a way we presented TICASS and OurEuroTimeTable during our London Tech Week event. People, who came to find out our approach to the visual communication in urban space and to the Smart City idea, had a chance to meet not only me but also Aleksandra Łukaszewicz Alcaraz. She is the author of TICASS while I am responsible for creating OurEuroTimeTable. She delivered a presentation on TICASS and I showed the so called pitch deck, which regards OurEuroTimeTable. With us was also Prof. Tomasz Kaźmierski, who is the Rector of the Polish University Abroad. He warmly welcomed all guests and delivered a short introductory speech about our university. Special thanks were also sent to: Dr Grażyna Czubińska, Adriana Górka MA, Urszula Walczak MA and Ilona Mościcka MA for their participation in the London Tech Week event carried out by all of us.