

Data-driven fan mobility

Why

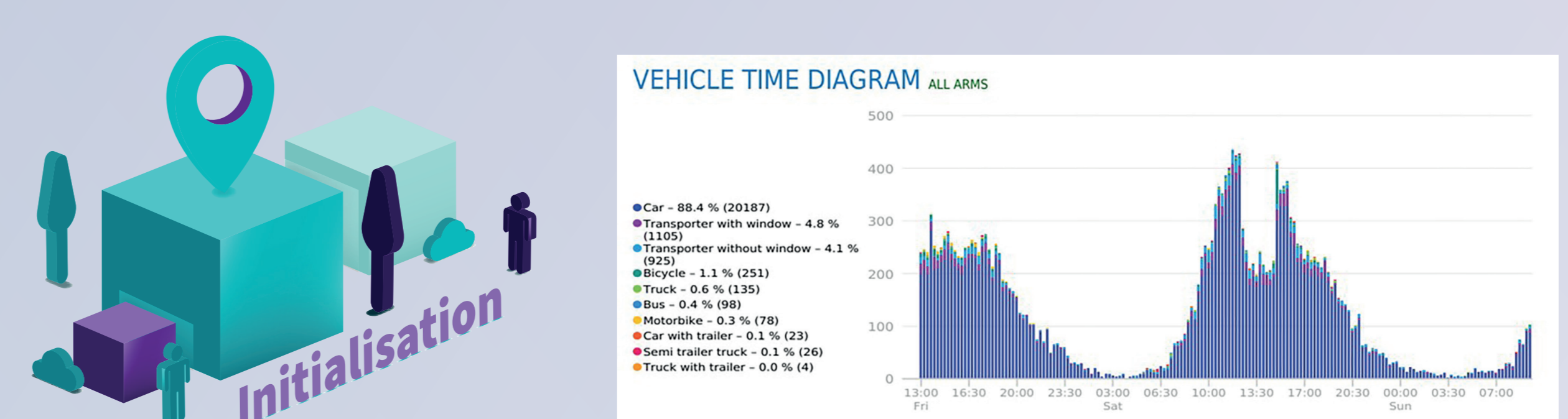
Fan mobility on Holstein Kiel football club match days causes **significant mobility challenges** and **high emissions**. Furthermore, coordinating fan mobility is **complex** due to the involvement of **multiple stakeholders**.

Our pilot addresses these issues by providing data-driven solutions to **improve traffic management** and provide fans with **better information**, while also supporting the **efficient coordination** of all stakeholders.



How

We identified match-day mobility needs through **stakeholder interviews**. Using KielRegion's data platform, we **closed data gaps near the stadium** through the integration of traffic and parking data, deployment of thermal and AI-based mobile cameras and the integration of Mobil.Live into the Holstein Kiel app. It demonstrates how data-driven solutions can **enhance mobility management** and **support sustainable, evidence-based decision-making** for all stakeholders.

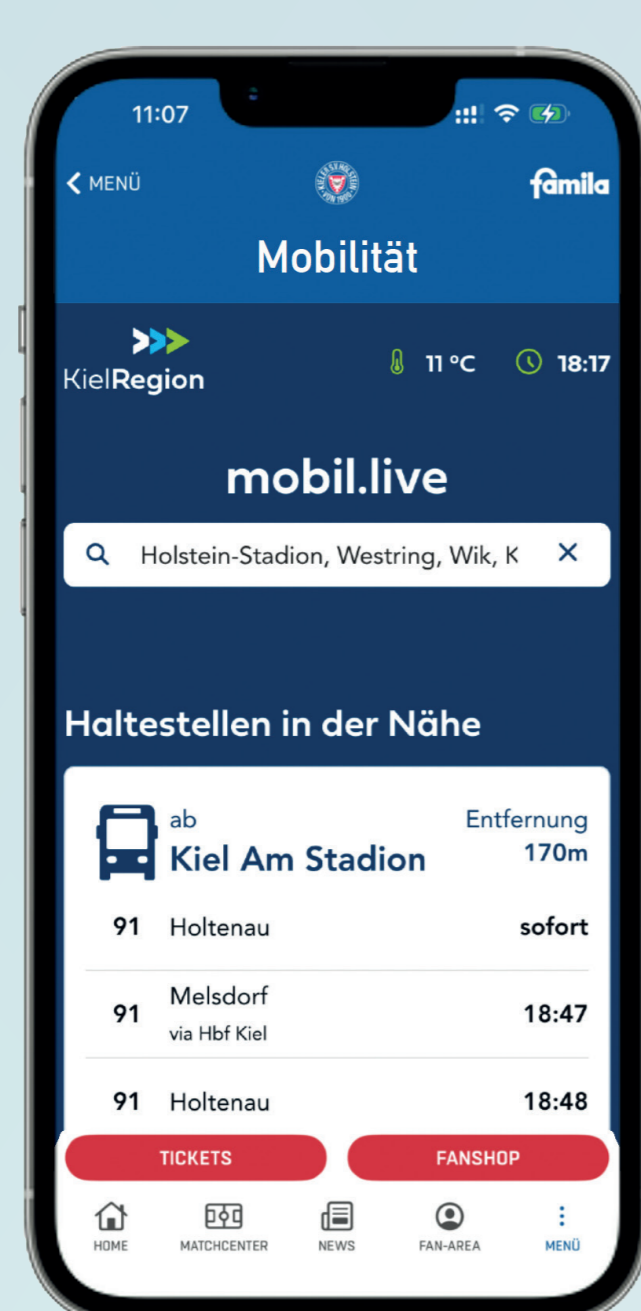


What

We integrated a wide range of mobility data into the **KielRegion data platform**, including traffic counts, parking data and thermal and mobile traffic cameras.

Throughout the process, we ensured regulatory and ethical compliance, with data protection, privacy safeguards for camera use and transparent data governance.

We also integrated the **Mobil.Live mobility app** into the **Holstein Kiel app** to give fans real-time access to sustainable mobility options.



Mobil.Live integrated in Holstein Kiel app

Organisationally, we established a structured stakeholder dialogue, ensuring that all perspectives were included and aligned.



Who

Our fan mobility use case benefits **a number of groups**. **Fans** get access to real-time traffic and mobility information, which enables them to travel to and from the stadium more efficiently. Other stakeholders benefit from the enhanced mobility data too, as it enables better traffic planning, improved coordination and clearer insights into fan behaviour, resulting in more responsive mobility services. This results in a smoother and more pleasant match-day experience for **fans, authorities, mobility providers and local residents**.

More info on the project
interregnorthsea.eu/data-for-all/pilots/smart-bike-system-kiel-germany

