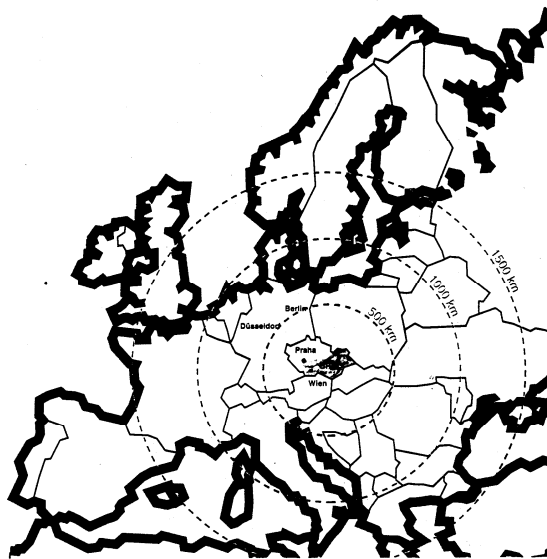


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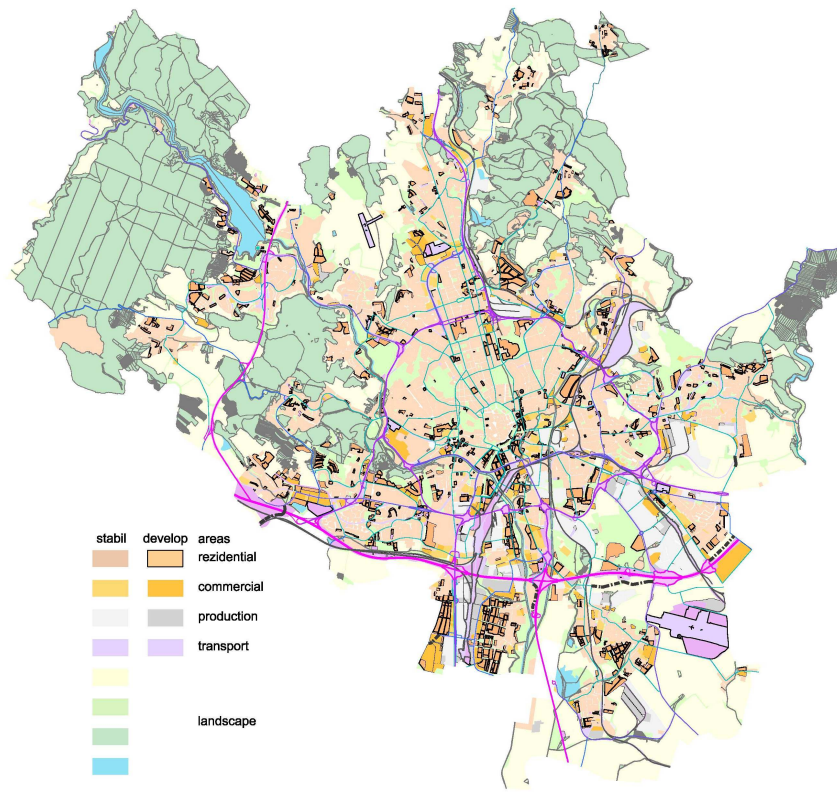
Research – Development – Consultancy



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Applied sociology and humanities in urban and transportation research



The aim of our research programme is a full-value interconnection of many human aspects in transport.

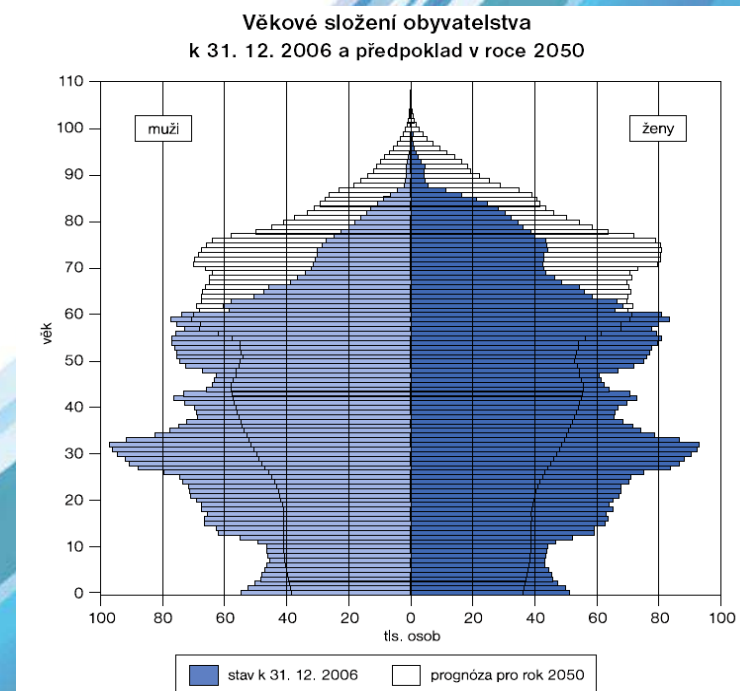
deeply examine causes and consequences of specific elements of the three main research themes –

- sociology,
- psychology,
- and education and training in transport.



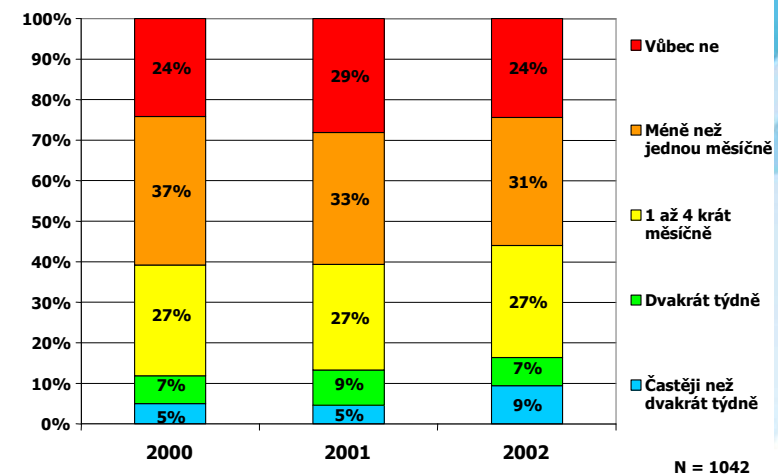
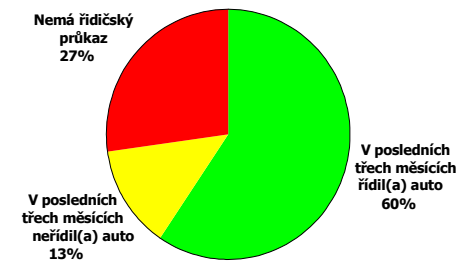
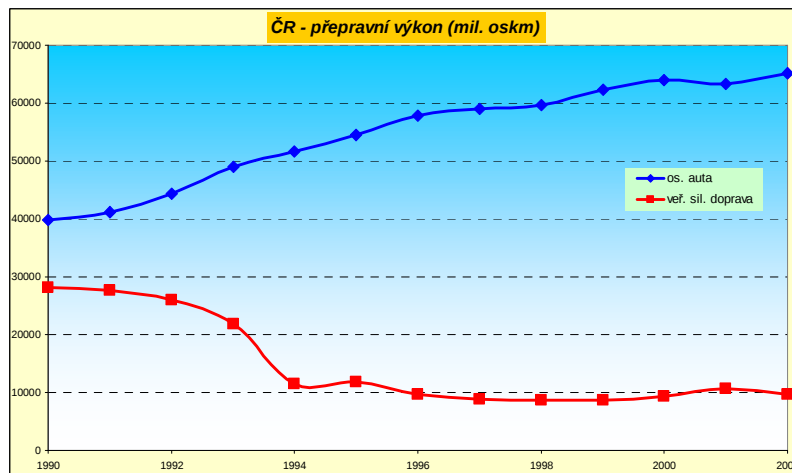
Sociology of mobility

- **Mobility of different social groups** (ageing population and handicapped, young citizens, PSN - people with special needs)
- **Accessibility and proximity**, Transit oriented Development
- **Social exclusion** due less transport connections, equal chances for all
- **Management mobility**
- **Impact of globalisation** on transport, Land Use and Urbanism



Aim of sociological research

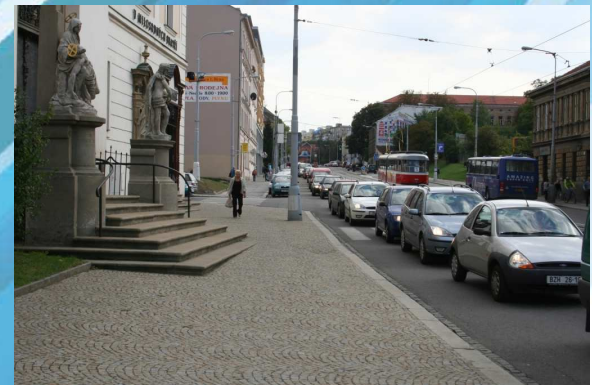
- Improvement of Accessibility in cities and peripheral areas and mobility of their inhabitants
- Reduction of social exclusion
- Improvement of Quality of Life



How to reduce negative impact of transport:

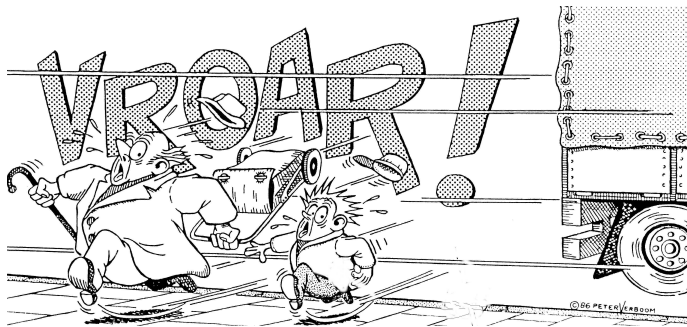
Individual car ownership, its impact on city structure, environment and quality of life

- „urban sprawl“ , its consequences, limits and new attitudes
- High accident rate, its causation, limits and remedies



Improvement of Urban Space and Urban Transport :

- Transit Oriented Urban Design
- Greening Urban Transport
- Improvement of Modal Split
- Pedestrianisation, Environment Friendly Modes of Transport
- Reduction of Car Use, Transport Sustainability
- Reduction of Crime through Urban Design
- Quality of Life Improvement



Problem Areas In Road Transport

- system vehicle - driver and their mutual communication,
- education and preparation of drivers,
- education and training of road users,
- rationalization and organization of a driver's work,
- social and psychological aspects of a driver's work,
- accident rate and injury rate,
- and psychodiagnostics in traffic behaviour.

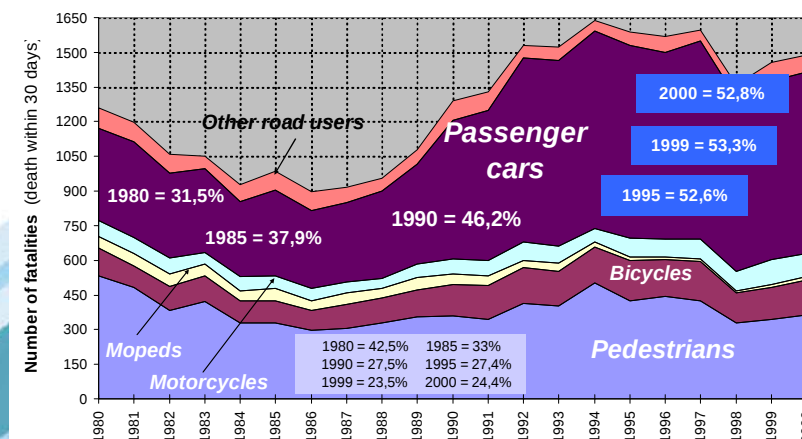


Human factors in transport:

- Psychological factors in Road Transport
- Social Factor in Transport – Transport Space as Social Field
- HMI – Human Machine Interface, ADAS, IVIS
- Driver Personality, Risky Drivers, Personal Attitudes towards Driving
- Road Accidents, Causation and Factors
- Innovative Drivers' Education
- Innovative Childrens' Education in Transport Safety

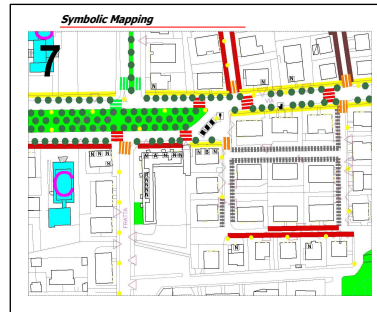


Fatalities according to category (1980 - 2000)



Target groups:

- **State administration** and municipal self administration
- **Driving schools**
- **Public transport companies**
- **Academia**, Schools of all educational levels
- Cooperation with **national and foreign universities**, educational and scientific research institutions
- **International cooperation** and cooperation with EU authorities

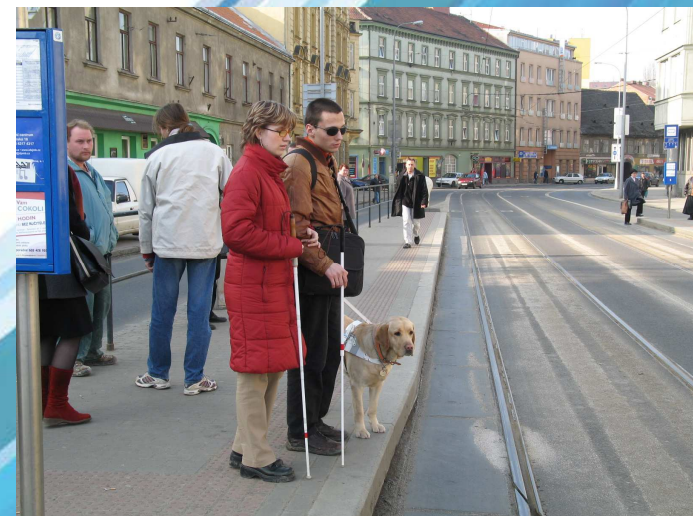
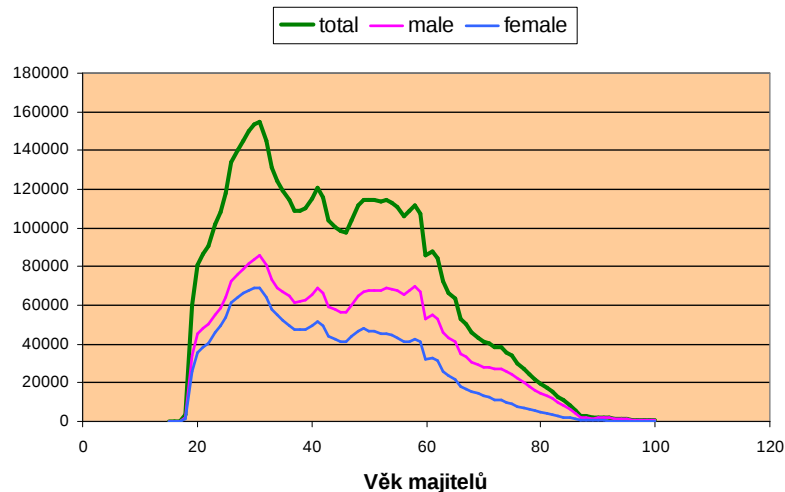


Staffing:

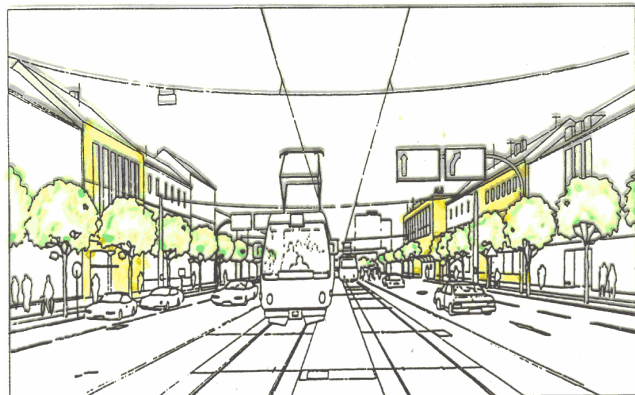
Experienced experts and scientist – professors – PhD students

Our experts have a **long-term experience** both in the national and European scale. Mutual co-operation exists with the

Masaryk University in Brno – Faculty of Social Studies,
Technical university in Brno, faculties of Architecture and Urban Planning and Faculty of Civil Engineering.



International projects
with our
participation:



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Thank you for your attention, remarks and questions
Děkuji vám za pozornost!

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+420 608 409 858

