



**Magiczny
Kraków**

Mayors Challenge. Which city will win the race?

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In April 2014 Bloomberg Philanthropies Foundation announced a list of 21 finalists of the [Mayors Challenge](#) competition, Krakow being one of them. Now we are awaiting the final results to be announced in October.

25 finalist cities representing 11 countries, including as many as three from Poland, introduced their creative ideas to improve their citizens' quality of life. Krakow has been recognized for its idea to implement a unified public transport fare system. We presented an ambitious incentive programme which is to motivate citizens to use environmentally friendly means of transport. The program will suggest intelligent and personalized transportation solutions with the help of a system implementing innovative technologies such as Bluetooth Low Energy data transfer technology.

Ideas of all finalists:

<http://mayorchallenge.bloomberg.org/index.cfm?objectid=88E27CD0-BF20-11E3-B2360050569A3ED0>