

# An Intelligent Concept for More Sustainable and Optimized End-consumer City Movements

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**Abstract**—The current paper critically discusses the problems of city shopping trips from an interdisciplinary perspective and advances a novel intelligent technical-organizational concept for the optimization of such End-consumer City Movements – a service-middleware and business logic infrastructure, which supports the collaborative shopping and/or the intermodal shared transportation of daily commodities in small quantities. This is done by means of the dynamic social-networking (mainly of private persons but also of small service providers).

**Key words**—collaborative shopping, collaborative mobility, dynamic social networking, End-Consumer City Movements.

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