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### 3<sup>RD</sup> FLORENCE INTERMODAL FORUM

## ***MOBILITY-AS-A-SERVICE: FROM THE HELSINKI EXPERIMENT TO A EUROPEAN MODEL?***

Organised by: Transport Area of the Florence School of Regulation, RSCAS,  
European University Institute

Villa La Fonte – Via delle Fontanelle, 18 – San Domenico di Fiesole

9 MARCH 2015

### ■ **CONTEXT**

Mobility-as-a-Service is gaining prominence as a possible solution to the long-standing challenge of seamless mobility, overcoming the boundaries between different transport modes and achieving an integrated transport system for both people and goods. New customer needs, new services, and new ways for offering services are emerging at unprecedented speed: digitalisation has already transformed many traditional industries and is now about to challenge the transportation sector, first at the urban level but increasingly Europe-wide. The city of Helsinki acknowledged the increasing role of ICT early on and had its own original approach to ‘Mobility-as-a-Service’. Mobility-as-a-Service is a mobility distribution model in which a customer’s major transportation needs are met over one interface and are offered by an integrated service provider in a system comprised of infrastructures, transportation services, information and payment services organised to ease the transport customer’s experience.

Such changes and innovations have not escaped the attention of the European Commission: the 2011 Transport White Paper pointed at ‘the availability of information over travelling time and routing alternatives’ as a prerequisite ‘to ensure seamless door-to-door mobility, both for passengers and for freight’ (art. 41, COM(2011)144). Yet, barriers between transport modes and between countries act as impediments to a seamless integrated customer transport experience.

This 3<sup>rd</sup> Florence Intermodal Forum aims at critically reflecting on the concept and practice of ‘Mobility-as-a-Service’ and assess its generalizability at an EU level. It will do so by:

- ① presenting the implementation of the Mobility-as-a-Service concept in the urban area of Helsinki;
- ② looking at today’s passengers’ needs and how operators can address them;
- ③ identifying some relevant technological initiatives that are driving the change in transportation and mobility, especially in the area of ICT; and by
- ④ crystalizing the enabling role that EU regulation might play.

In short, the purpose of this 3<sup>rd</sup> Florence Intermodal Forum is to reflect on the practicability and generalizability of the ‘Mobility-as-a-Service’ approach. We will do so by learning from visionnaires, experts and practitioners from the city of Helsinki and the Finnish Ministry of Transport and Communication, representatives of the European Commission, passengers’ associations, regulators, operators, associations and academics.

## ■ PROGRAMME

- 08.30-09.00 *Introduction to the Forum*  
Matthias Finger | Director of FSR-Transport Area and Chair of Management of Network Industries, EPFL  
Claire Depré | Head of the Unit "Intelligent Transport Systems", DG MOVE, European Commission
- A** *Mobility as a Service: The New Transport Paradigm in the City of Helsinki*  
09.00 -10.30 Sampo Hietanen | CEO, ITS Finland  
Veera Kojo | Senior Officer for Legal Affairs, Ministry of Transport and Communications Finland  
Steffen Schaefer | Senior principa City IT Solutions, Siemens Ag  
Round table discussions
- 10.30-11.00 COFFEE BREAK
- B** *The Changing Transport System: New Passengers Needs and New Mobility Solutions*  
11.00-12.30 Trevor Garrod | Chairman, European Passengers Federation  
Simon Hampton | Policy Development for EMEA, Uber  
Svend O. Leirvaag | Vice President Industry Affairs, Amadeus  
Martina Mueggler | Head of Innovation, Car Postal  
Round table discussions
- 12.30-13.30 LUNCH BREAK
- C** *Breaking Down Barriers – What Is Needed? Technological Solutions to Drive Innovation*  
13.30-15.00 Bertil Hysten | FSR Transport Adviser  
Alberto Di Felice | Government Affairs Europe, Qualcomm  
Florian Kressler | Project Manager Innovation & E-Mobility, AustriaTech  
Daniel Geraskov | Transport Policy Europe, Deutsche Bahn  
Round table discussions
- 15.00-15.15 COFFEE BREAK
- D** *The Regulatory Challenge to Create a Market Place for Mobility. How Much EU? How Much Subsidiarity?*  
15.15-17.00 Thomas Avanzata | Director of European Department, UITP  
Merja Kyllönen | MEP, Member of TRAN and ENVI Committees  
Claire Depré | Head of the Unit "Intelligent Transport Systems", DG MOVE, European Commission  
Round table discussions and conclusions