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Integrated Mobility and Mobility as a Service

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Interreg Europe Policy Learning Platform

Webinar: Supporting the Rural Low-Carbon Transition

13 December 2022



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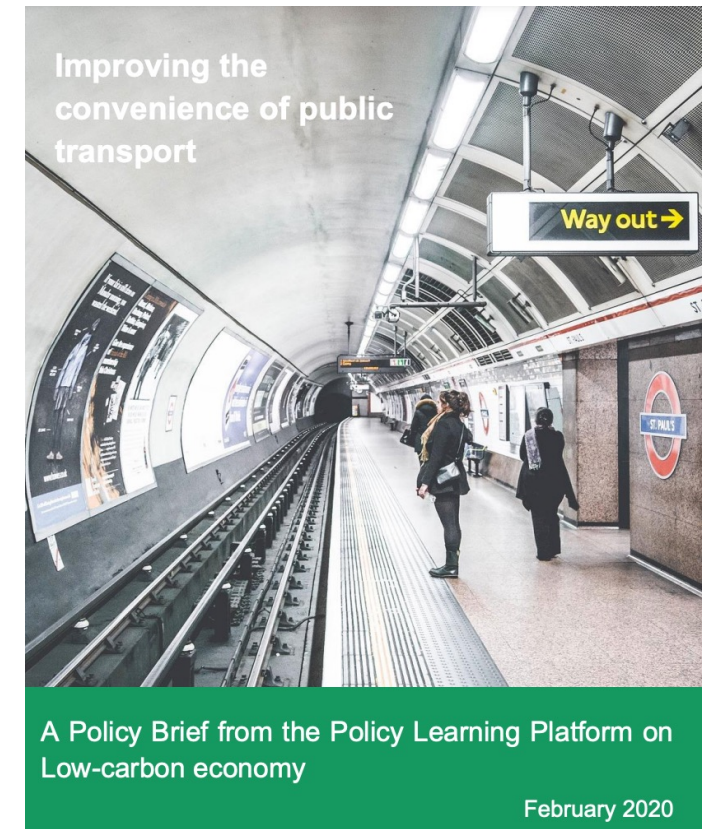


Agenda

14h00	Welcome and Introduction <i>Katharina Krell & Simon Hunkin, Policy Learning Platform</i>
14h10	Keynote: Ensuring the sustainability of MaaS <i>Jorge Bandeira – University of Aveiro (PriMaaS)</i>
14h25	Good practices and projects on the rural transition <ul style="list-style-type: none">• Developing MaaS: eMaaS platform of Central Macedonia – Vasilis Mizaras, CERTH• Integrated ticketing and information Platforms: Stockholm public transport – Mattias Svahn, SL (PriMaaS)• Legislative Frameworks: Barcelona’s Regulation framework for sharing mobility services – Jordi Jové Palou, Metropolitan Area of Barcelona (SMART-MR)
15h05	Questions and Discussion
15h25	Wrap-up and Conclusions

Enabling low-carbon transport

- Need to drive down carbon emissions in transport and encourage behaviour change
- Multiple benefits: lower emissions, improved air quality, better use of space, reduced congestion, reduced noise, low-cost (egalitarian)
- Shift to public transport and shared modes is a key aim for policy-makers
- Need to equal or improve cost-competitiveness, comfort and convenience of low-carbon modes vs. private vehicles
- Considerations: information provision, route planning, ease of access and exchange, payment methods, integrated ticketing, customer comfort



Integrated mobility

- **Several measures can be used to improve comfort and convenience:**
 - Integrated payment systems and ticketing
 - Integrated maps and route planners/combined timetables
 - Use of ICT and information systems
 - Multimodal hubs for ease of transfer
- **Often a stepping stone as regions look to implement MaaS systems, few of which are currently active**

Mobility as a Service

- **Mobility as a Service (MaaS) integrates transport modes (public transport, vehicle sharing, taxis and rental offers, etc.) into a single service, accessed on demand via a digital platform**
- **Platform uses a single payment system and ticketing system, minimising number of transactions and saving time**
- **Typically starts from a route planner select destination and see available options**
- **Can calculate routes and costs so users can decide on the best option, taking account of time, cost, and comfort**

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Thank you!

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Workshop: How to cut oil use in Europe's regions

24 January 2023, 14h00 – 16h30

- **Exploring quick wins for cutting energy use in mobility**
 - IEA Ten-Point Plan
 - Active transport
 - Mobility management
 - Electrification
 - MaaS platforms
 - Clean public transport
- **Registration now open!**