

# Newsletter

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**PriMaaS**  
Interreg Europe



*Newsletter n.3 – Dec 2020 – May 2021*



## Newsletter #3 - PriMaaS

Welcome to the Third Newsletter  
of

“PriMaaS - Prioritizing low carbon mobility services for improving accessibility of citizens” project!

The main purpose of PriMaaS project is to promote the integration of traditional modes of public transport with personal and innovative modes, creating equitable mobility services that are truly focused on citizens' needs. PriMaaS aims to promote inter-organizational collaboration and build trust between key stakeholders such as transport authorities, mobility operators and service providers or consumer protection organizations.

In this newsletter, you can find recent interesting news and initiatives developed by the consortium.

[+ Information](#)



## Interregional Exchange of Experience Event

2<sup>nd</sup> and 3<sup>rd</sup> December 2020 – online, TTS Italia and Liguria Region

The second Interregional Exchange Event of PriMaaS Project was organized last December with the main theme: “Interregional Mobility: the different approaches and solutions of cooperation”. PriMaaS Partners - TTS Italia and Liguria Region - co-organized this event with MOBIMART Project and MOBIMART PLUS Project, both co-financed by the Italy-France Maritime Program. Structured in Thematic Conferences and Building Capacity Workshops, the focus of the discussion of this event was the future challenges of people mobility and COVID-19 pandemic effects on mobility. The event involved different external speakers from the public and private sector (Universities and Research centers and Associations, such as Cagliari University, Livorno Province, Toscana Region, Autonomous Region of Sardinia, SUD Provence Alpes-Côte d’Azur Region, Urban ICT Arena, North Tyrrhenian Sea Port System Authority, Kyyti Group

Ltd, Tranzer, Var Territorial Chamber of Commerce, Chamber of Commerce of Nice, Municipality of Genova, MaaS Alliance, Gaplet, UbiGoa and OpenMove).

With transnational and cross-border cooperation, the event overcame the barriers raised by COVID-19 bringing together 36 speakers and 77 participants from different European countries.

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**PriMaaS OBJECTIVES**

Mobility-as-a-Service (MaaS) → change the way people travel and pay for mobility services.

- To create a knowledge hub to support regions fostering the MaaS concept ensuring that:
  - mobility solutions are focused on citizens' needs;
  - low carbon mobility solutions are good options from the citizen's perspective in terms of comfort and price.

Icons: person, building, smartphone, bicycle, car, scooter, smiley face, dollar sign.

Logos: interreg, interreg Europe, European Union.

## Stakeholders Group Meetings

20<sup>th</sup> February 2021 – online, Romanian Stakeholders

Timisoara's Stakeholders Meeting took place on February 26<sup>th</sup> February 2021 in an online format. Stakeholders were invited to participate in an open debate focused on trying to find the best solutions for Timisoara City in the mobility as a service. The meeting had the presence of several professionals from different fields of activity, namely:

- > Krisztian Cseh, Mihai Balint, Vlad Vesa - Open Transport application developers
- > Mihai Niculescu, Mihaela Jugaru, Viviana Odrobot - PriMaaS project representatives
- > Mihaela Zele, Doriana Ciosici, Luana Vasile - representatives of Timisoara City Hall
- > Vesna Struta, Cristian Diceanu, Sandu Cezar - representatives of transport and traffic safety office, Timisoara City Hall
- > Ciucas Florentin - representative of the Timisoara Metropolitan Transport Company
- > Adrian Sarb, Florin Baca - representatives of the Timisoara Public Transport Company

The main purpose of the meeting was to discuss new ways to improve the services offered through public transport applications. The developers of the Open Transport application presented the current state of development of the application, how it works and what information, in real time, it provides regarding the means of public transport. It was also debated different solutions to improve how the information could be provided or ways to collaborate with the public transport companies.

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#### 4<sup>th</sup> May 2021 – online, Tampere Stakeholders

The Council of Tampere Region organized their 4<sup>th</sup> Regional Stakeholder Meeting, online. The meeting had the participation of 11 organizations including members from seven stakeholder organizations.

The meeting started with a presentation on “Introduction of Carbon Neutrality Roadmap of Tampere Region”. Transports is one of themes addressed by this roadmap with the purpose of promoting walking, cycling and mass transit. PTAs (Public Transport Authorities) of the Region presented their current situation and exiting plans about passenger transporting under COVID-19 pandemic. For Nysse, the PTA of Tampere urban region, a big part of the exit-plan from COVID-19 is to promote new tramway, which starts to operate later this year. PIRELY, the PTA outside the urban region aims to restore the confidence of users via communication and cooperation.

The meeting was also an opportunity to share with all the present the recent developments and accomplishments of the PriMaaS project and to discuss about the Policy Instruments that the project aims to influence.

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## Steering Group Meetings

#### 27<sup>th</sup> January 2021 – Working and Steering Group Meeting - Online

At the beginning of the year (27<sup>th</sup> January) another Working and Steering Group Meeting took place in a online format with the participation of whole consortium of PriMaaS project. One of the objectives of the meeting was to analyze the current state of the project from the technical, financial and communication perspectives. Following that, in the context of the Working Group Meeting, Lead Partner brought the theme “Covid in public transports” and which measures were used in each countries to

promote sustainable transport in times of Covid-19, namely, how to increase transports capacity, limit ridership to enable physical distance, Shift travel demand away from peak hours, among others.

The consortium also discussed the results of a survey that partners have recently completed about "Multidimensional MaaS performance indicator" and after that the MaaS Table analysis of work that has been done lately within the project.

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## Stakeholders Interviews

26<sup>th</sup> January 2021 - Interview to Alexander Marx Hermann, Division Manager at VMT  
 Niklas Fischer from University of Applied Sciences Erfurt interviewed Mr. Alexander Marx Hermann - Division Manager at VMT. In this interview, Mr. Alexander Hermann shared his vision on the concept of Mobility as Service, mentioning that today's new mobility is not centered on new means of transport, but on the fact that they are all linked. Mr. Alexander also shared his views and concerns about the biggest hurdles to overcome when implementing a bespoke offering in the German market, and specifically in the Thuringian market. The interview finished with a sharing of his vision about eventual risks and dangers that could arise, especially for local mobility providers, from a tailor-made offer and on the opportunities and potential of a customized offering in Germany and Thuringia.

Video

24<sup>th</sup> February 2021 – Interview to Dr. Klaus Bongartz - Advisor of Thuringian Ministry of Infrastructure and Agriculture

Niklas Fischer from University of Applied Sciences Erfurt (Germany) interviewed Dr. Klaus Bongartz - Advisor of Thuringian Ministry of Infrastructure and Agriculture.

The interview aimed to collect Dr. Klaus Bongartz perspective on mobility as a service. For him MaaS is being able to travel from A to B with various means of transport and not worrying about how to access these means of transport and how to pay for them in the end.

Dr. Klaus Bongartz was also invited to share with PriMaaS Project its vision regarding the main challenges in order to implement a customized offer in the Lake Zurich-Thuringia and on German markets and the opportunities and potential of MaaS offers in Germany and in Thuringia.

Video

## PriMaaS in Next Generation Mobility Conference

20<sup>th</sup> of May 2021 – Next Generation Mobility Conference – Online

On May 2021, Turin hosted the 2021 edition of the international conference Next Generation Mobility Conference, an event that aims to bring together stakeholders in order to design the future of mobility at the service of citizens. PriMaaS Project was one of the partners involved on the organization of this event, and it was responsible for a 2-hour session, moderated by Professor Margarida Coelho, University of Aveiro dedicated to the presentation of the project and discussion of several themes related to Mobility as a Service.

Vladimir Vorotovic, Senior Manager, Urban Mobility & MaaS opened the session with a presentation about ERTICO's vision on MaaS ecosystem and left us with a reflection about the topic of the moment:

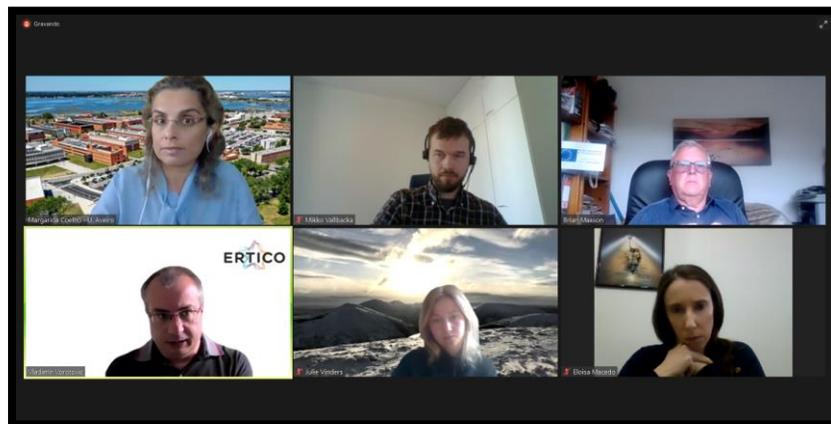
*“There are other things besides COVID-19 that we must consider, such as recession or climate change. Reduction in pollution and improvement has been demonstrated through numerous MaaS pilots and studies. MaaS is supporting electric, connected and automated future, thus mitigating the impact of climate change.”*

Bryan Mason, Multimodal Transport Solution took the audience back in time to 20 years ago, when he was involved in the creation of a virtual Agency to meet people's needs for virtually integrated services of public transport:

*“The concept was easy, we wanted to be the next Bill Gates by creating an agency with one app, one point of contact to create all the demand. On that time we were using call centers and still building technologies because they did not exist yet. We had to build confidence that this Business Model would work, and get the confidence of policy makers, operators, the IT companies, the end users... and here we are 20 years later talking about MaaS and facing the same problems to prove that actually this could work.”*

Afterwards we had a detailed presentation of the PriMaaS project by Eloisa Macedo from the University of Aveiro. In this session we had also the participation of PriMaaS project partners such as Julie Vinders, Sestran, who brought us her vision on MaaS in South Scotland and Mikko Vallbacka bringing important insights on their Regional plan for sustainable tourism.

Video



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