



Training Programme on New Mobility services

Target Audience	<ul style="list-style-type: none">• Staff from public transport operators or authorities responsible for the planning, implementation & running of new mobility services and/or involved in the cooperation with these mobility providers• Staff from the industry worldwide involved in the market uptake in this area: ITS companies, app-developers, car & vehicle manufacturers, etc.• Staff of public and private providers of car, bike and ride sharing services and of app-based on-demand services• Staff of regional or national authorities in charge of the regulation of these new services, the development and application of policies and/or related framework projects• Professionals interested in obtaining a wider and international perspective on new mobility services and eager to learn more from best practice worldwide
Duration	2-3 Days
Programme Topics	<p>Main principles and definitions</p> <p>Overview of new Mobility services - Disruptive mobility and impact on urban mobility – the role of Public transport - Shared Mobility and business models: car, bike and ride sharing - Information technology systems - On-demand apps - Mobility as a Service (MaaS) - Taxi industry – Ride Sourcing – Interconnected and autonomous cars – Regulation and policy - Overview of latest studies.</p>



Implications for urban transport: The essential cooperation with public transport

Today, digitalization and new technologies is opening up the way to new types of mobility services: new transport means are emerging; intermodal and shared services are thriving with vehicles and people being increasingly interconnected. This is revolutionizing and disrupting the way mobility is provided in our cities: in particular, new generations have less interest in (car) ownership, but more in the experience of travel. But how to preserve the “spontaneous” lifestyle offered by private cars? Digital development and information technologies can meet these needs with alternative mobility solutions. However, to be fully inclusive, new business models are needed, which must include mass transport providers, local authorities and new mobility providers.

Shared mobility: Car, bike & ride sharing

Car sharing: station-based return/one way, free floating, benefits & drawbacks, Peer-to-peer services – Bike sharing schemes: stations, floating etc. – Ride sharing / carpooling – Practice & business models: success & failures – Institutional, ticket and physical Integration

On demand mobility and mobile applications

The huge availability of data and the technology available today with “apps” make it possible to meet a demand that is responsive and instantaneous. These apps are redesigning the way people move, especially with the appearance of demand responsive services and ride sourcing, such as Uber. This session will look into:

New app-based on-demand services:

- Taxi & minibus services
- Ride sourcing / TNC

The development of Mobile Applications and Role in Urban Mobility:



	<ul style="list-style-type: none"> • Mobile Applications: Technology, Social Trends, Operations • Governance and Regulation for Mobile Apps • Understand the current regulatory environment, its objectives and the costs involved with regulation. Gaining insight about operations and technology of Mobile Apps. <p>MaaS - Mobility as a Service</p> <p>As an “integrated mobility platform”, MaaS offers all available mobility options, private or public, into a One-Stop-Mobility-Shop bringing convenience, time, and cost savings to the mobility user through technology-enabled real-time, door-to-door, multi-modal travel information that encompasses pre-, in and post-trip services. It enables planning, booking and ticketing for the whole trip.</p> <p>Connectivity & Autonomous Vehicles</p> <p>Benefits & challenges for society – Combination with public transport and shared services - Policy & regulation perspectives – Business models — Data and privacy protection – Standards and harmonization – Infrastructure & assets - urban integration, land use planning and masterplans</p>
Objectives	<ul style="list-style-type: none"> • Understand, analyse and discuss: <ul style="list-style-type: none"> - The main mobility trends in cities today - The disruptive effects of new mobility services and shared economy on public transport and urban mobility - The essential role of public transport • Get acquainted with related concepts & definitions: shared, connected, on-demand and autonomous transport • Get a worldwide overview of practices & transport models • Deepen your knowledge on car, bike and ride sharing and discuss the success and failures of their business models • Learn about on-demand services, mobile apps and their impact on the public transport industry



	<p>the concept of Mobility as a Service (MaaS) and learn from latest practice, failures and successes</p> <ul style="list-style-type: none">• Understand how autonomous and connected vehicles work and discuss implications for mobility in cities
Methodology	<ul style="list-style-type: none">• Getting inspired by trainers, understanding the main aspects of new mobility services and learning from successful best practice• Participation to interactive plenary sessions with introduction by course leaders, presentation by the trainer and open discussion with participants• Challenge participants' practical knowledge on new mobility services• Addressing the topic from an international perspective, enriched by different cultural approaches and points of views• Participation to practical exercises and case studies• Benefiting from a unique exchange of knowledge and experience between professionals
Trainers	<p>Our skillful trainers are international experts and professionals with extensive experience and knowledge in the implementation and management of new mobility services such as app-based on-demand services, MaaS, connected and autonomous cars and related policies.</p>