Transport and Mobility as a Service
Anna Kramers,
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Decarbonizing the Mobility System - based on Digitalization

Rethink
Decrease demand for transport and move to more efficient modes

Optimize
Make better use of current infrastructure and vehicles
Innovation in Mobility and Accessibility enabled by Digital Technologies

- Access without Travel
- Non-Motorized Mobility
- Promising Accessibility & Mobility applications
- Shared Access
- Mobility as a Service
- Car travel Efficiency
- Sharing Space
- Sharing bicycles
- Public Transport
- Sharing cars
- Route planning
- Autonomous cars

Virtual meetings & conferencing
Distance education
e-commerce
e-health
Support walking
Support bicycling
Innovative mobility solutions require partnerships between academia, industry and the public sector

- **Academia**
  - KTH Royal institute of Technology
  - Lund University
  - Karlstad University

- **Public sector**
  - Cities:
    - City of Stockholm & Municipality of Botkyrka
  - Swedish Transport Administration

- **Private Companies**
  - Ericsson
  - Scania and more
“As a core partner of Exponential Climate Action Roadmap advocating for halving of global emissions by 2030, Ericsson sees future transport solutions enabled by digital technologies as one of the key focus areas for the coming decade.”

“As a main mobile telecommunication provider we consider partnerships as a prerequisite for system development, and we therefore appreciate to work jointly MISTRA SAMS develop the multi-modal mobility solutions of tomorrow.”

Pernilla Bergmark, Master Researcher Sustainability, Ericsson
Living Lab “Work near – Smart mobility”
exploring behavioral change

1. Work-hub in Tullinge in Botkyrka municipality

2. Digital platform with access to different mobility- and accessibility services

3. Policy and incentives
Mobility as it is provided today

A single application for every service

- Public Transport provider (PTA)
- Transport provider: Other public transport providers
- Transport provider: City Bikes
- Transport provider: Car sharing (car pools, rental cars, taxi)
- Transport provider: New modes of transport
Emerging: Mobility as a Service (MaaS)

Aggregation of private and public transport

PTA
Mobility service provider

UBIGO
Mobility service provider

whim
Mobility service provider

Public Transport provider

Transport provider
Other public transport providers

Transport provider
City Bikes

Transport provider
Car sharing (car pools, rental cars, taxi)

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New modes of transport

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New modes of transport
Future Scenario for mobility

One platform with the choice of all mobility solutions

- PTA: Mobility service provider
- Uber: Mobility service provider
- New entrants: Mobility service provider

- Public transport providers
- Other public transport providers
- City Bikes
- Car sharing (car pools, rental cars, taxi)
- New modes of transport

Regulations

- PTA
- Mobility Integrator

Public Transport

Mobility

Integrator

Transport providers

Public transport provider
What should be done at the member state and EU level?

- Focus more on **accessibility**
- Take the role as **mobility integrator** to set the **rules of play** for the transport system and facilitate innovation
- Make a **legal cause** for **open data** through open APIs for all companies who want to participate in the transport sector
- Work closely with **municipalities and companies** to support their efforts
- Allow for the **ticket and payment system** for public transportation across borders to work in the same way as the airline and hotel industry
Thank you!

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