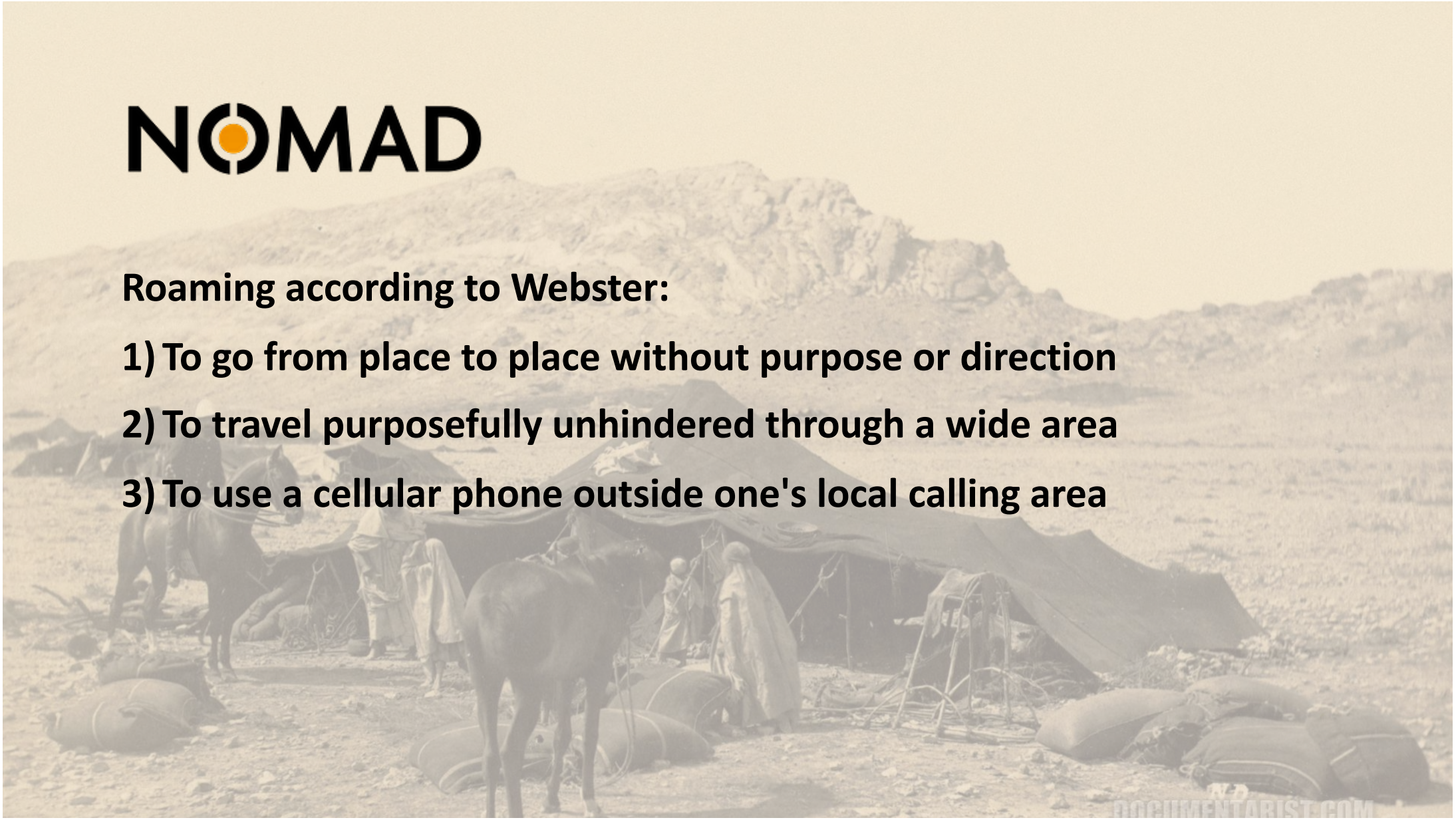
Problemfri mobilitet på tværs af de Nordiske grænser

– The Whys, the Whos and the Hows of Mobility Roaming

Hans Arby, RISE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Roaming according to Webster:
1) To go from place to place without purpose or direction
2) To travel purposefully unhindered through a wide area
3) To use a cellular phone outside one's local calling area

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The Whys:

What's in it for the **users,** the society and the business

travellers in the Nordic countries
can seamlessly
plan
book
and pay
for multiple mobility services
in multiple service areas
in multiple Nordic countries
without….

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But first:

MaaS and the mobility market

- Not Netflix for mobility
- Full of legacy stuff
- Dependant on public-private co-operation
- Sceptic service providers
- Anchored in the physical world

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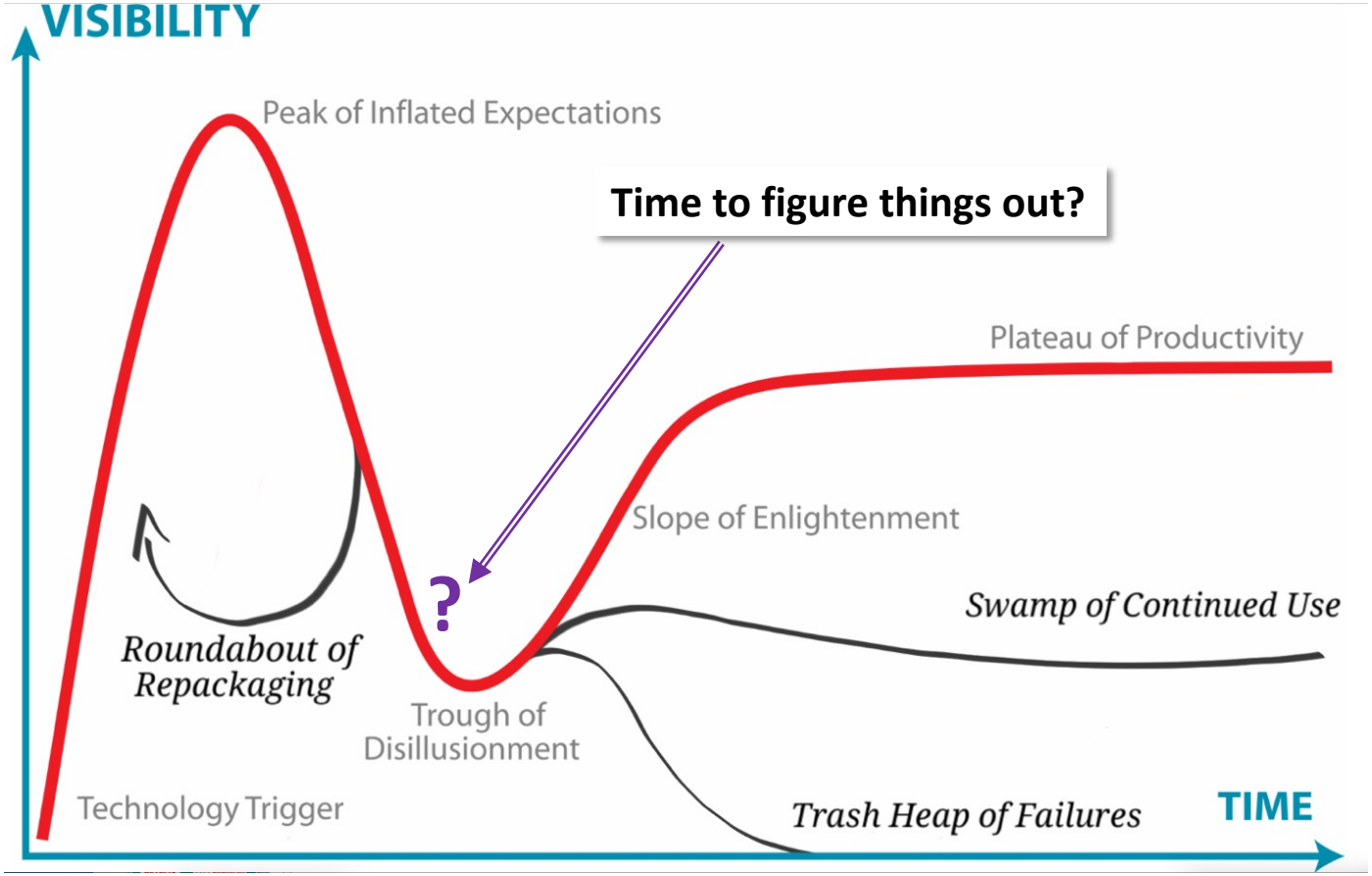
The Gartner Group Hype Curve – Where is MaaS?



Source:
Dave Algoso

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MaaS and the mobility market

- Not Netflix for mobility
- Full of legacy stuff
- Dependant on public-private co-operation
- Sceptic service providers
- Anchored in physical world
- >95% of the trips are done in the home city…
- **…so why do roaming on top of all this?**

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Roaming: The Whys:

- Seamless mobility for the users
- Larger, common mobility markets for service providers
- Increased share of sustainable travel
- Supporting governance

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Myth: each city needs its own MaaS
More walled gardens of public transport

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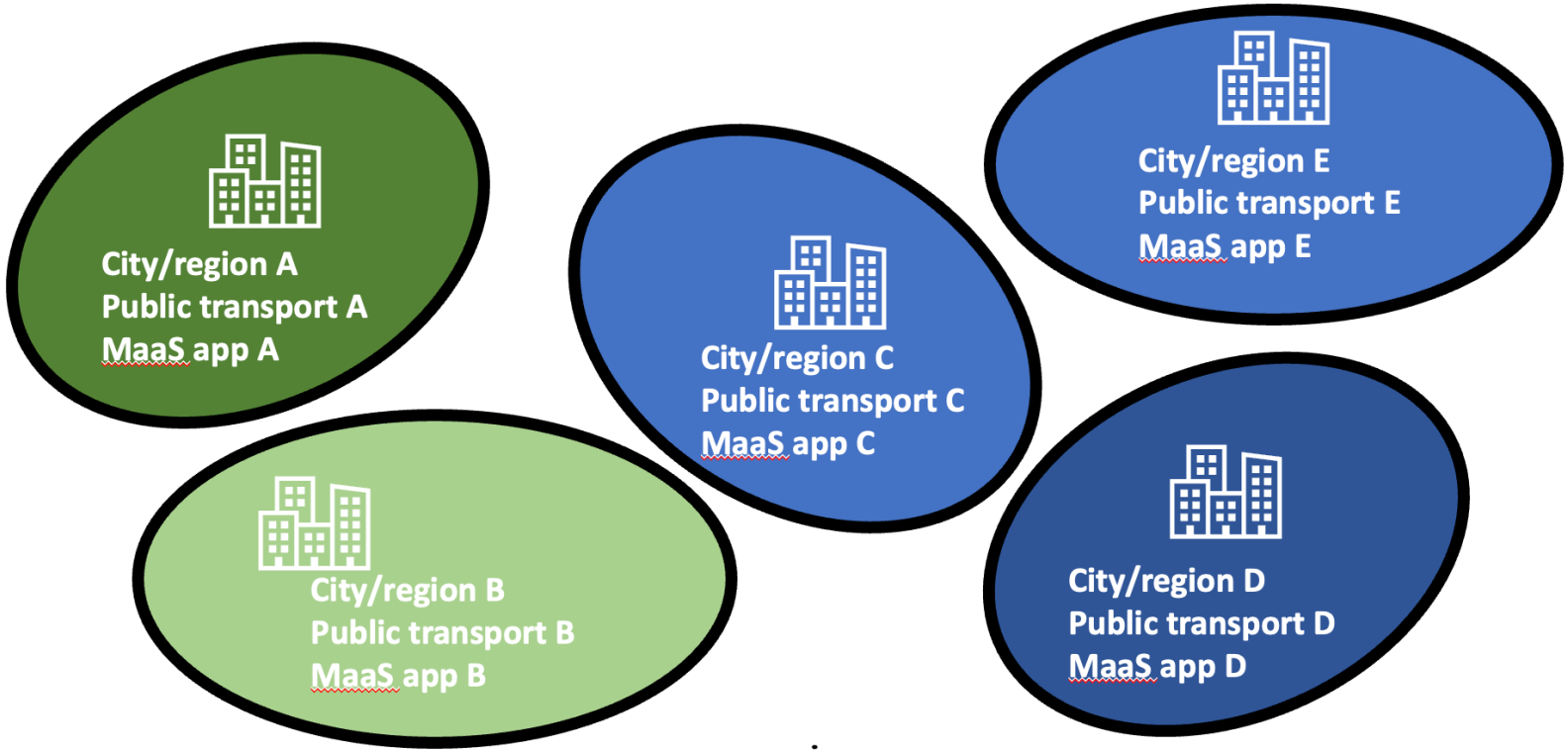

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True MaaS – cross city, regions, borders

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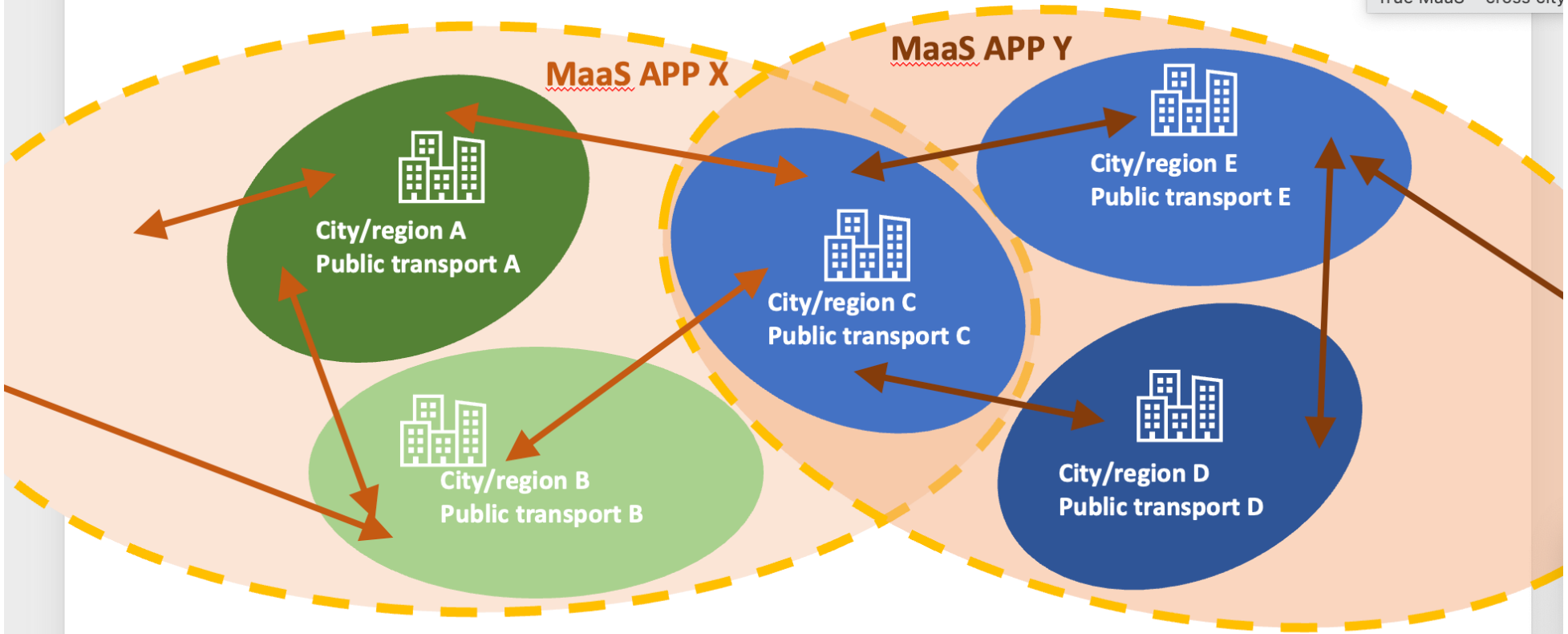
True MaaS – cross city



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The Whos and Hows:

Technical solutions and business practises

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MaaS topology (Sochor, Arby, Sarasini, Karlsson, Holmberg)

4	**Integration of societal goals** Governance & PP-cooperation
3	**Integration of service offer** Bundling/subscription - responsibility
2	**Integration of payment:** Single trip - find, book and pay
1	**Integration of information:** Multimodal travelplaner, price info
0	**No integration:** Single, separate services

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Level	Front-end	Back-end
3 D	Use home app	Commercial & technical integration, Nordic level ("**Nordpool**")
C	Use home app	Commercial & technical integration, National level ("**Swepool"/Finpool**" etc")
B	Use home app	Commercial & technical integration, **same platform**
A	Use home app	Commercial & technical integration, **bilateral agreements**
2	Download local app - use home account	Commercial integration (**no technical**), **bilateral agreements**
1	Referral (within app)	**List and/or marketing co-op** - no commercial or technical integration
0	Find local app – good luck	No support or agreements at all

Levels of Roaming – from NOMAD Pre-study

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Main challenges

- The business case
- The locality of Public Transport
- Standardisation
- New roles
- The supply side
- The demand side

But things are moving:

- EU: MDMS (Multimodal Digital Mobility Services)
- EU: Review of the ITS directive
- EU: NUMF (SUMPs)
- Nordics: ODIN, NOMAD
- 2nd gen National Access Points (as discussed)

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2019 - 2023

Nordic Innovation

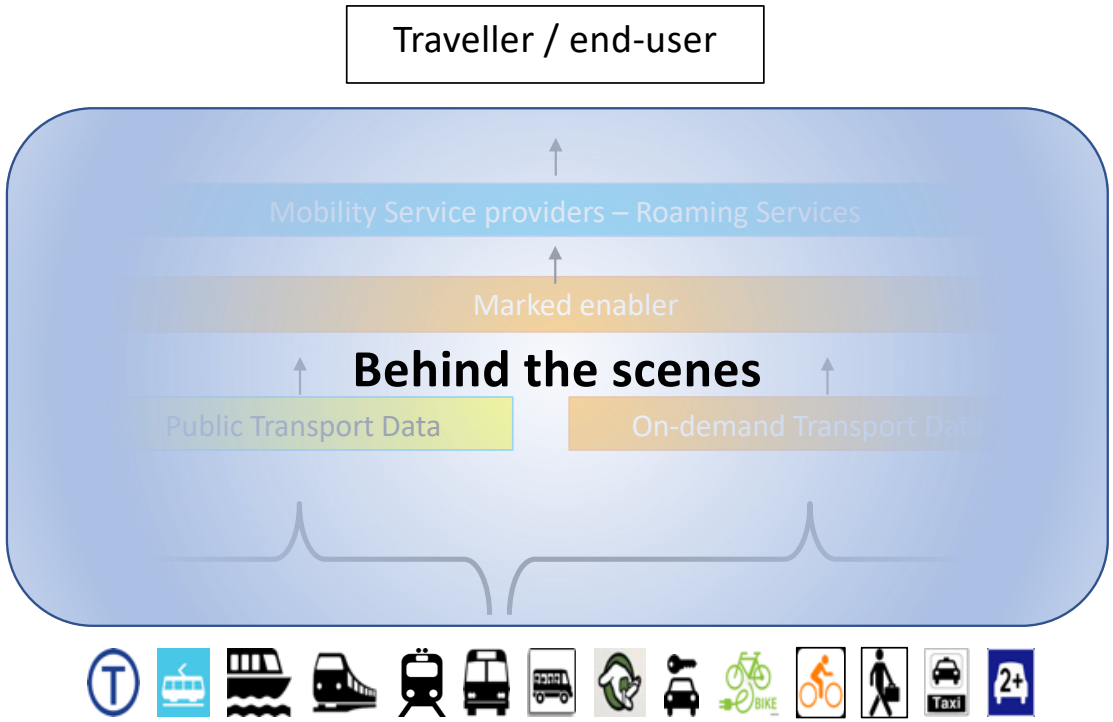
Core-partners:

- ITS Nordics (all ITS associations)
- The Capital Region of Denmark
- RISE, Sweden
- TØI, Norway
- UbiGo, Sweden
- Kyyti Group, Finland

- Associated Partners
- Supporters

NOMAD-compliant MaaS (Roaming)

”Technical and organizational convergence of technical standards & business practises”



Source: ITS Norway

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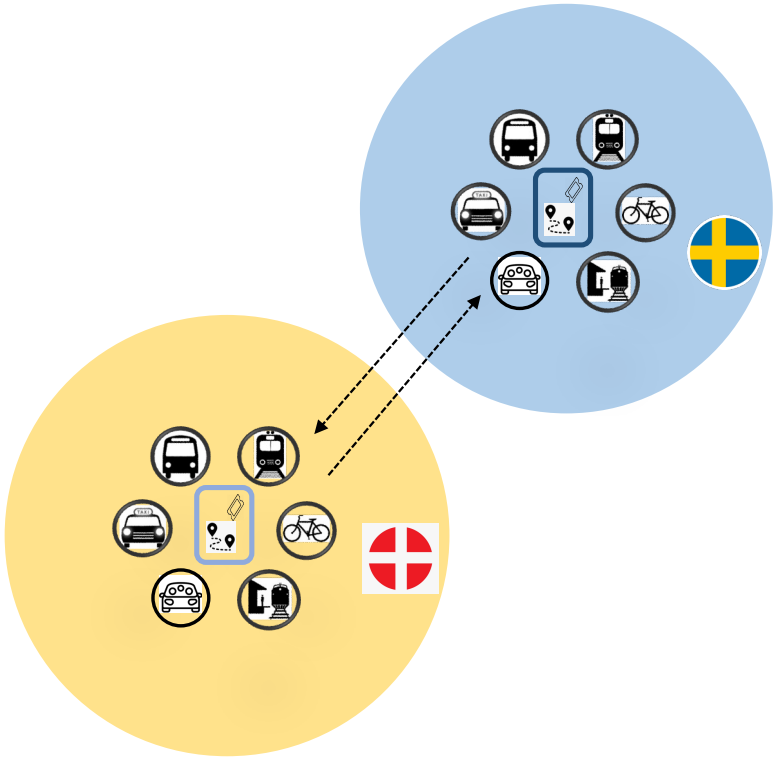
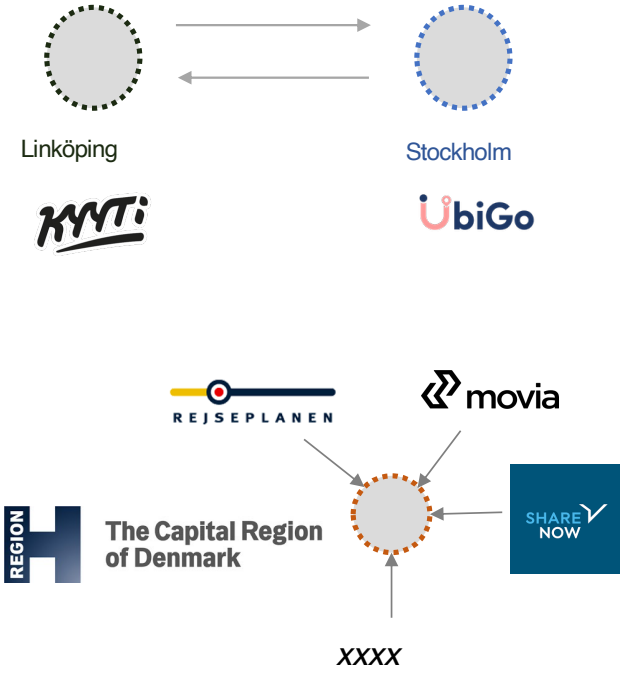
NOMAD – The pilot (WP5). The year was 2020….





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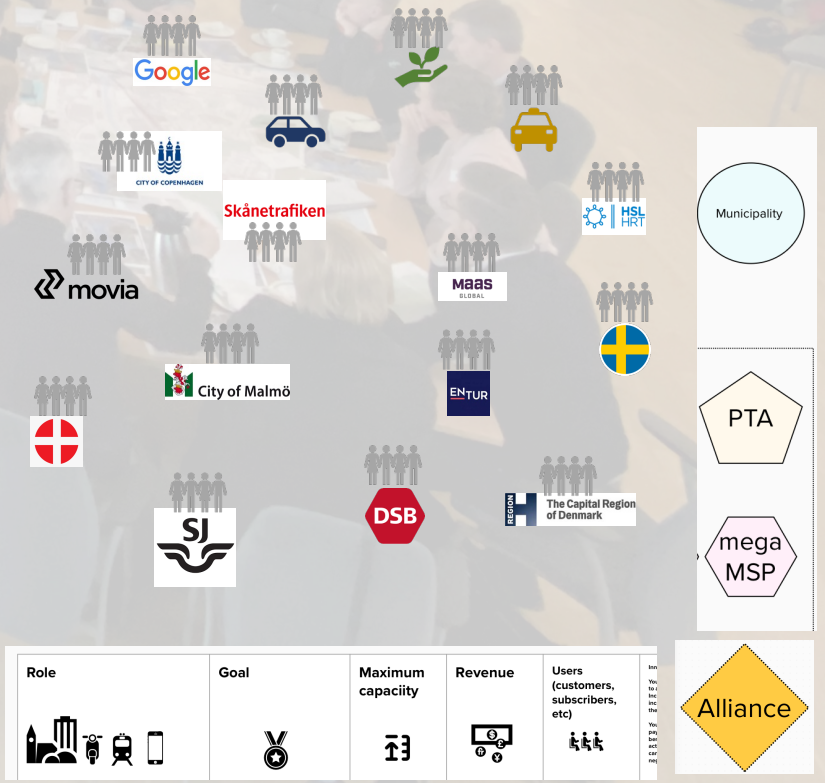
NOMAD – The simulation

- Participants will be assigned a role on a team, representing a real Nordic mobility ecosystem actor.
- Your simulation role will *not* be your real-life role ☺
- Teams will be given a dossier with their organization's goals (e.g. "increase customers by 100k", "remove 50,000 cars from the road" etc)
- Teams will each try to achieve their own goals by working with other teams.
- We will test multiple scenarios during the day.



Scenarios were developed in an online workshop September 29th
Simulation will take place in a city near you…
March 20th
https://www.youtube.com/watch?v=uWWqvr85VTc

Nordic Innovation

Thanks!

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Photo: iStock

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