



**LIVE WORKSHOP**

**THE OPPORTUNITIES  
FOR RAILWAYS  
IN DIGITAL PLATFORMS**

**Raimondo Orsini**

**Director of Sustainable Development Foundation**

# Sustainable Development Foundation background



# UIC door-to-door project

## Door-to-Door DEFINITION

All the actions currently available for a railway company to offer its customers an **INTEGRATED MOBILITY SERVICE**, from the origin of the customer's movement and end at its final destination.

## WHY

A great opportunity to **expand rail market share** and play a key role in **organizing and offering new multimodal services**.

## GOALS

Reduce the use of less sustainable modes

Expand the usage of traditional and new shared modes

Promote a resource efficient, socially inclusive and low emissions transport system

# CONCEPT

## Preparatory study

2018

# CONCEPT OF  
Door-to-Door services

# Limitations and barriers  
for the door-to-door services

# ENGAGEMENT

## # 1 WORKSHOP - WARSAW

Door-to-door solutions:  
New business- opportunities  
for urban mobility

2018

## # 2 WORKSHOP - ROME

Get cities and stations closer

2019

## DESK ANALYSIS OF BEST PRACTICES

# Case study literature review  
# Structured interview by request for information

2020

## # 3 WORKSHOP - DIGITAL EDITION

The opportunities for  
railways in digital Platforms

2020

# DISSEMINATION

## UIC Door-to-Door Guidelines

2020-2021

## Final event

2021

# The seamless mobility



*“Man's and horse's steps led from door to door; everything was connected with accuracy, from intention to purpose. **Railways broke this continuity**, establishing the alternation from the door to the station, from the station to the other station, from the other station to the other door. **Cars go from door to door**. Thanks to speed and the range of action becomes! **It is a revolution.**”*

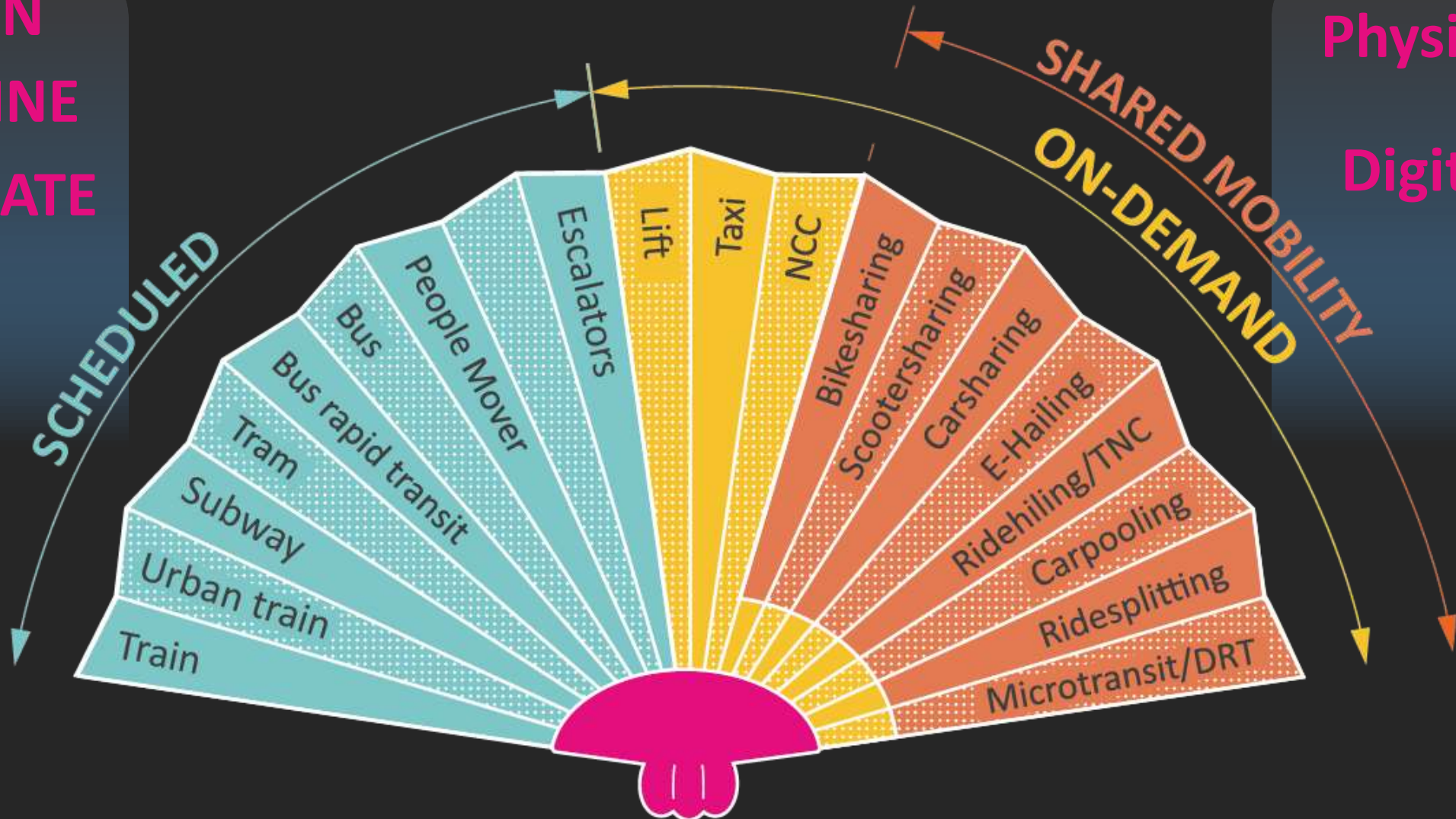
Le Corbusier, *Sur Les Quatre Routes* - Paris, 1941



**DOOR to DOOR SOLUTIONS**

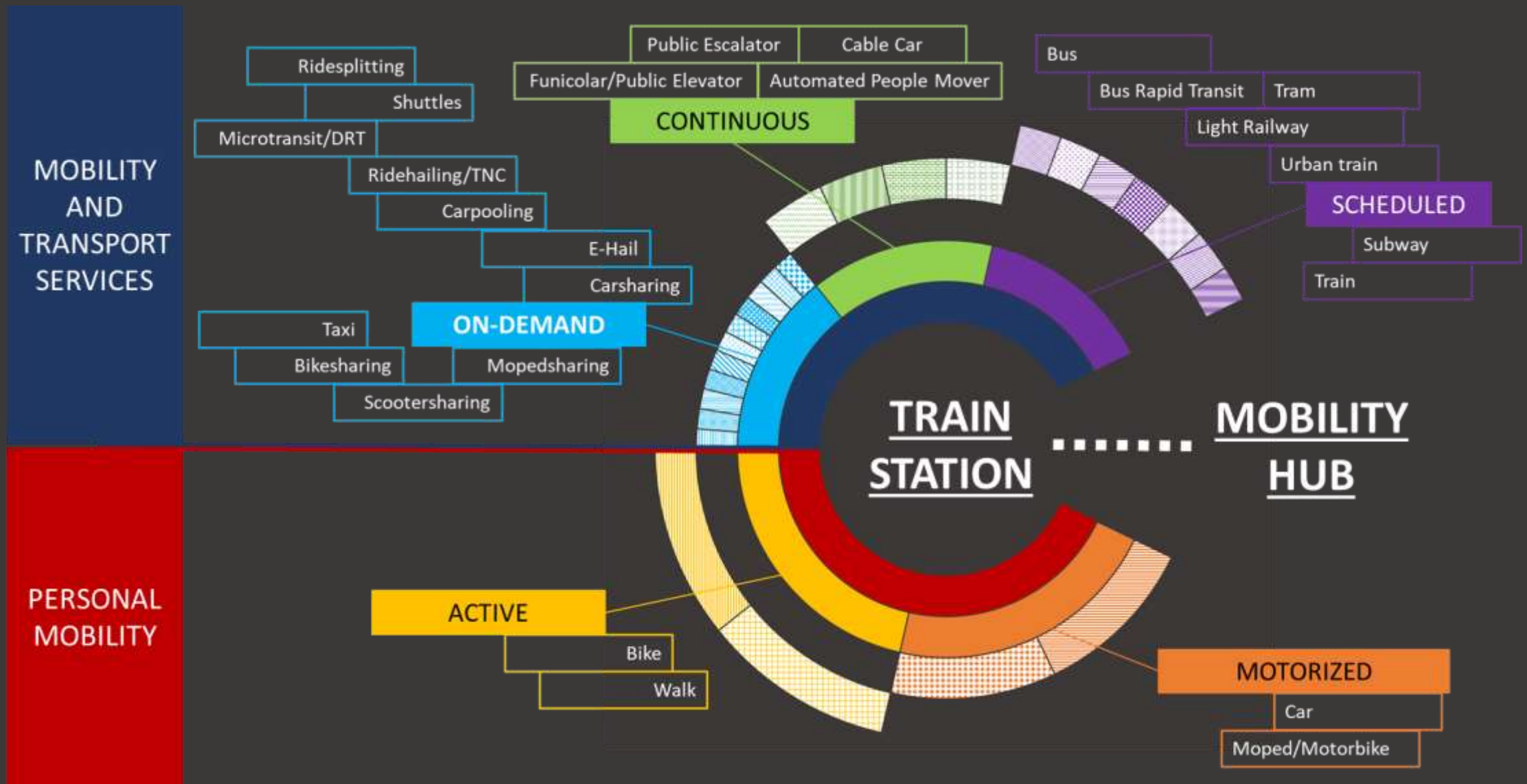
# The folding fan of shared mobility

WIDEN  
COMBINE  
INTEGRATE



Physically  
Digitally

# Physical integration: mobility hub



# Digital integration: Mobility as a Service (MaaS)

## Actors

Transport operators

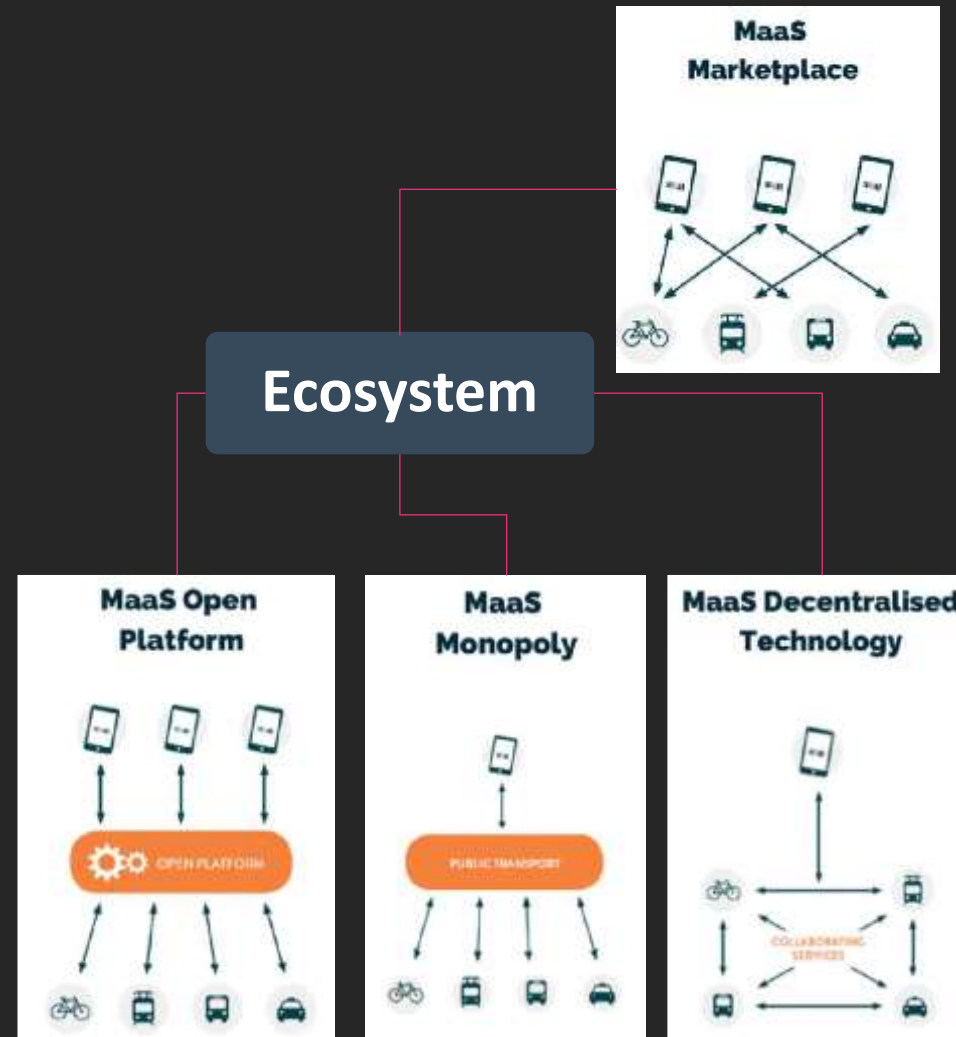
Digital service providers

Users

MaaS operators

Public Administration

## Ecosystem



## Levels of integration

1 – Information  
(journey planner,  
multimodality, etc.)

2 – Booking and payment  
(multiple trip, single, etc.)

3 – Services offered  
(bundle, pay-per-use, etc.)

4 – Social objectives  
(sustainability, etc.)



# What is this workshop focused on?



Railway and MaaS: opportunities and challenges

Railway experiences and best practices on digital integration

Recommendations for future development on door-to-door solution and seamless mobility

Competition or collaboration: railway operators and transport regulation at local and national level

Data-driven strategies, open mobility data and standard for data.

Evaluation of modal shift and environmental impact of digital solutions

# Agenda of the day



**11.30 || Welcome speech**

*Goals and perspectives of the events*

**11.50 || Opening session**

*MaaS technology for a more sustainable transport and its role for transport decarbonization*

**12.45 || Digital lunch break**

**14.00 || Session 1**

*Best practices and success stories inspiring future opportunities*

**16.00 || Session 2**

*Railway as a backbone of sustainable transport system for the future of urban mobility*

**17.30 || Conclusion**

*UIC and the Foundation*



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## Concept

## Engagement

## Dissemination

### Preparatory study 2018

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- # Concept of Door-to-Door services
- # Limitations and barriers for the door-to-door services

### # 1 Warsaw Workshop 2018

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### # 2 Mobility hub Workshop 2019

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### Desk analysis of best practices 2019

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- # Case study literature review
- # Structured interview by request for information

### # 3 MaaS Workshop 2020

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## NEXT STEPS 2021



### UIC Door-to-Door Guidelines

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### Final Event

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