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

**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
“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
The folding fan of shared mobility

- Widen
- Combine
- Integrate

Physically

On-Demand

Scheduled

- Bus
- People Mover
- Escalators
- Lift
- Taxi
- NCC
- Bikesharing
- Scooter-sharing
- Carsharing
- E-Hailing
- Ridehailing/TNC
- Carpooling
- Ridesplitting
- Microtransit/DRT

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.)

Source: UITP Ready for MaaS 2019
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

- Preparatory study 2018
  - # Concept of Door-to-Door services
  - # Limitations and barriers for the door-to-door services

Engagement

- # 1 Warsaw Workshop 2018
- # 2 Mobility hub Workshop 2019
- Desk analysis of best practices 2019
  - # Case study literature review
  - # Structured interview by request for information

Dissemination

- # 3 MaaS Workshop 2020
- NEXT STEPS 2021
  - UIC Door-to-Door Guidelines
  - Final Event