

25th NOVEMBRE

16.45-17.45 “MY WAY”: TRAVEL DEMAND. INDIVIDUAL BEHAVIOURS AND IMPACTS ON DECARBONIZATION| Workshop

Organized by Sustainable Development Foundation and National Sharing Mobility Observatory

A workshop dedicated to exploring diverse data sources and analytical methodologies—ranging from travel survey data to cellular network signaling, and from Floating Car Data (FCD) to MaaS platform metrics and traffic modelling. Which data is truly required to meet strategic policy objectives? What insights do they actually deliver, and which mobility dynamics can policymakers realistically manage and regulate?

Moderator and introduction: **Giorgio Pizzi**, Directorate General for Local Public Transport (Ministry of Infrastructure and Transport)

My Way: Behaviour and Decarbonisation

➤ **Massimo Ciuffini**, Senior Manager Sustainable Development Foundation and National Sharing Mobility Observatory

What data is required for a policy on the decarbonisation of transport?

➤ **Daniele Mancuso**, Co-founder e Partner, GO-Mobility

The impact of the introduction of MaaS on our understanding of mobility demand

➤ **Matteo Antoniola**, Business Strategy Manager, 5T e coordinators of the MaaS working group for TTS Italia