

24th NOVEMBER

14.30-16.30 "TAXI DRIVER": INNOVATION IN RIDESHARING SERVICES **Workshop**

Organized by Sustainable Development Foundation

Taxis and NCC (chauffeur-driven hire) services are the transport services that have changed the most in recent years: apps, digital platforms, and constantly evolving service models. Today they are also the first to be affected by autonomous driving trials, which in the coming years could completely redefine the mobility-as-a-service landscape. A discussion between operators, institutions, and experts on challenges and opportunities for the sector.

Moderator and introduction: **Raimondo Orsini**, Director Sustainable Development Foundation

Taxi and Innovation

- **Noemí Moya Villa**, Director FreeNow by Lyft
- **Guido Di Pasquale**, Vice President Pave Europe

The Impacts of Innovation (employment, technological sovereignty, environment)

- **Hon. Alessandro Cattaneo**, Member of the Committee on Transport, Posts and Telecommunications, Italian Chamber of Deputies
- **Gabriele Grea**, Bocconi University
- **Francesca Bria**, Italian economist
- **Giovanni Campisano**, Ridesharing expert
- **Juan Montero, Direttore Area Trasporti**, Director Florence School of Regulation – Transport

Open discussion with speakers and audience