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Mobility4EU Final Conference

Getting Citizens on Board



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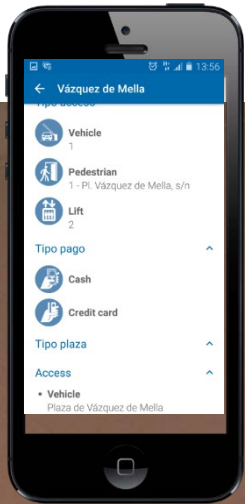
cambiaMO | changing MObility



- **Spaces where improving practices**, learning and investigating new ways of doing things with other people and projects
- **Practice-oriented Learning Communities** draw on the knowledge and experience of their members to propose solutions adapted to their needs and interests



Dr. Barbara Jensen (Gautrain): "the smart phone is the most important public transport invention"



GLOBAL CHALLENGES

- The smartphone has emerged as the most important urban mobility invention in public transport and as operators we are ignoring it at our own peril
- The rise of e-hailing, car sharing and ride sharing are challenging market dynamics – especially for the AirRail market
- App-based on demand transport implies that a commuter's travel demand can be met real time not linked to any fixed routes and time tables
- "Mobility as a Service" (MaaS) brings together multiple modes in a single app or interface inclusive of routing, timing and payment options





Shared economy: Where we are?

Talking About Organizations Podcast are excited to invite you to

A SYMPOSIUM ON CONTINUITIES, DISRUPTIONS AND MANAGEMENT IN THE SHARING ECONOMY!

to advance understanding of the sharing economy, with particular attention to its relation to the classics in management and organizational scholarship; and to explore methods suitable to grasp the sharing economy as an object of inquiry



Mobility as a Service: MAAS



Mobility, new words: shared vehicles, ecosystem, AV, apps, big data, MaaS, urban commuter packages, ecolabel scenarios and users (living locally, Hedonic techy ecologists), atomic....



Mobility previous words: public transport, business model, end-users, travel behaviour, ticketing systems, networks and services integration...

Where we are now?



- How to achieve collective knowledge on shared-mobility?
- How to create consensus in a controversial subject?

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Sharing knowledge and experience

Floridea Di Ciommo, chair of TRB Behavioral processes committee, member of the committee Women issues in transportation.

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