

*The Ministerial Round Table provides an opportunity to further develop the dialogue on the necessary policy decisions and related policy benefits in the effective deployment of ITS. This dialogue was started at the Vienna ITS World Congress 2012 with a discussion on policy priorities and a common declaration. This Helsinki Round Table focuses on a paradigm shift from today's transport policy to the establishment of a PPP Partnership towards Mobility as a Service. This will be followed by the 2015 ITS World Congress in Bordeaux which will highlight the future importance of ITS to reduce CO2 emissions.*

## **JOINT STATEMENT**

### **Mobility as a Service - Public, Private, People Partnership**

#### **Facing challenges together, building solutions in partnership**

Europe benefits from a high degree of mobility thriving towards safety, comfort and convenience. However, we continue to face ever-increasing challenges related to the environment and congestion, as well as accidents which all call for solutions. Simultaneously, across all sectors, digitalization is challenging how our societies operate.

Across Europe and the rest of the world, we are all facing these complex challenges. Their scale requires fresh thinking and solutions as well as new ways of working, such as building novel partnerships.

Intelligent Transport Systems and Services (ITS) offer innovative solutions with a high benefit/cost ratio, which help meet the evolving mobility needs and expectations of the users; people and businesses alike.

Moreover, we can take advantage of Public-Private-*People* Partnerships in order to better develop and deploy tools and solutions that are best suited to the users' actual needs. In this way our transport system and services will be better equipped to meet the challenges of tomorrow.

Our vision is to reach a co-operative, interconnected ecosystem in the transport sector that is capable of providing services that meet the users' needs and ensures inclusive and sustainable mobility. This can be attained with the help of ubiquitous ICT and new business models.

#### **The role of public authorities in making Mobility as a Service a reality**

The conventional role of transport policy has been to provide the infrastructure and connections needed to meet the mobility needs of society. Now is the time to add intelligence to mobility.

Shifting the focus from capacity to connectivity and users will improve the efficiency, safety, and environmental performance of our transport system. This move from an infrastructure approach to service approach should therefore be reflected in Europe's transport and mobility policy, and hence be translated into designing future transport ecosystems.

Following the example of the telecom sector, the transport sector should embrace the concept of **Mobility as a Service**. Built on new technologies, new seamless services blur the boundaries between different transport modes or make them disappear completely. Mobility as a Service can play an important role in achieving a better modal integration and more sustainable travel behavior.

Users' role will change from being just a recipient of a service to actively participating in the development of the services. Our transport system will be shaped with, for and by the users.

Several pieces of the puzzle that enable us to shift to Mobility as a Service, are already there: wireless broadband, crowd-sourcing, user-generated content, car sharing, traffic and travel information, and integrated ticketing. They exist on a smaller scale but are waiting for the necessary glue to join them together.

Through smart regulation, in particular, the public sector can act as an enabler in building an administrative and regulative framework that unlocks the potential of various players (including stakeholders from various industrial sectors) and generates growth, new business opportunities and wellbeing at various levels.

### **Joining the Pieces Together – Enabling Strong Markets for Mobility as a Service**

ITS combined with digitalisation, automation and servitisation can play a crucial role in making Mobility as a Service a reality. Moreover, together they are one of the fastest growing fields of business and the global market is worth tens of billions of euros. Europe, as the biggest economy in the world, should take the lead.

However, conventional deployment and operating models have not yet created the required service markets for Mobility as a Service. Jointly we can identify the areas where significant progress can be reached – by removing administrative and legal obstacles, opening access to data across Europe, or actively involving the users in the development of mobility services and applications. At the same time, we must make sure that the users' right to privacy is fully protected.

### **In conclusion**

Our goals are seamless connectivity and seamless mobility for the users across all modes and all borders. We must enable European-wide transport ecosystem for user-oriented, innovative services that should be scalable throughout the world. Mobility as a Service and ITS markets will create important opportunities for the supply of new services and innovations, keeping at the same time Europe attractive for creative and innovative companies.

## **Next step: Commitment to foster Mobility as a Service Deployment in Europe**

Therefore, the high-level representatives herewith declare their support for:

- Public-Private-*People*-Partnerships for innovative mobility solutions, where the administration is an enabler and the user is the added new element,
- promoting smart regulation and smart administrative support as a means to enable new business models and ecosystems for Mobility as a Service, and
- creating strong markets for Mobility as a Service and ITS
  - by ensuring interoperability and continuity of services, including standardisation;
  - by actively promoting more open access to data and services;
  - by adapting the public procurement framework accordingly; and
  - by actively involving the users in developing new services.