

Mobility as a Service - Now and beyond

Saša Bart

Savjetura Ltd.

Strategy | Sustainability | Performance Improvement

22.11.2016.



The Present

- City-Region-Country independent
- Individual-based mobility vs Group-based mobility
- Policies & Regulations “stew”
- Early Adopters vs Personal Transport Lovers



Some areas in clear offensive

- Car Sharing
- Public Transport Digitalization
- UBERs of the World
- Multi-modality Initial Successes



Other areas “gasping” for improvement

- Tariff packets development in infancy
- Non-Transport offerings inside packages
- “Older Vehicles”-Infrastructure seamless communication
- Roaming internationally

The Future

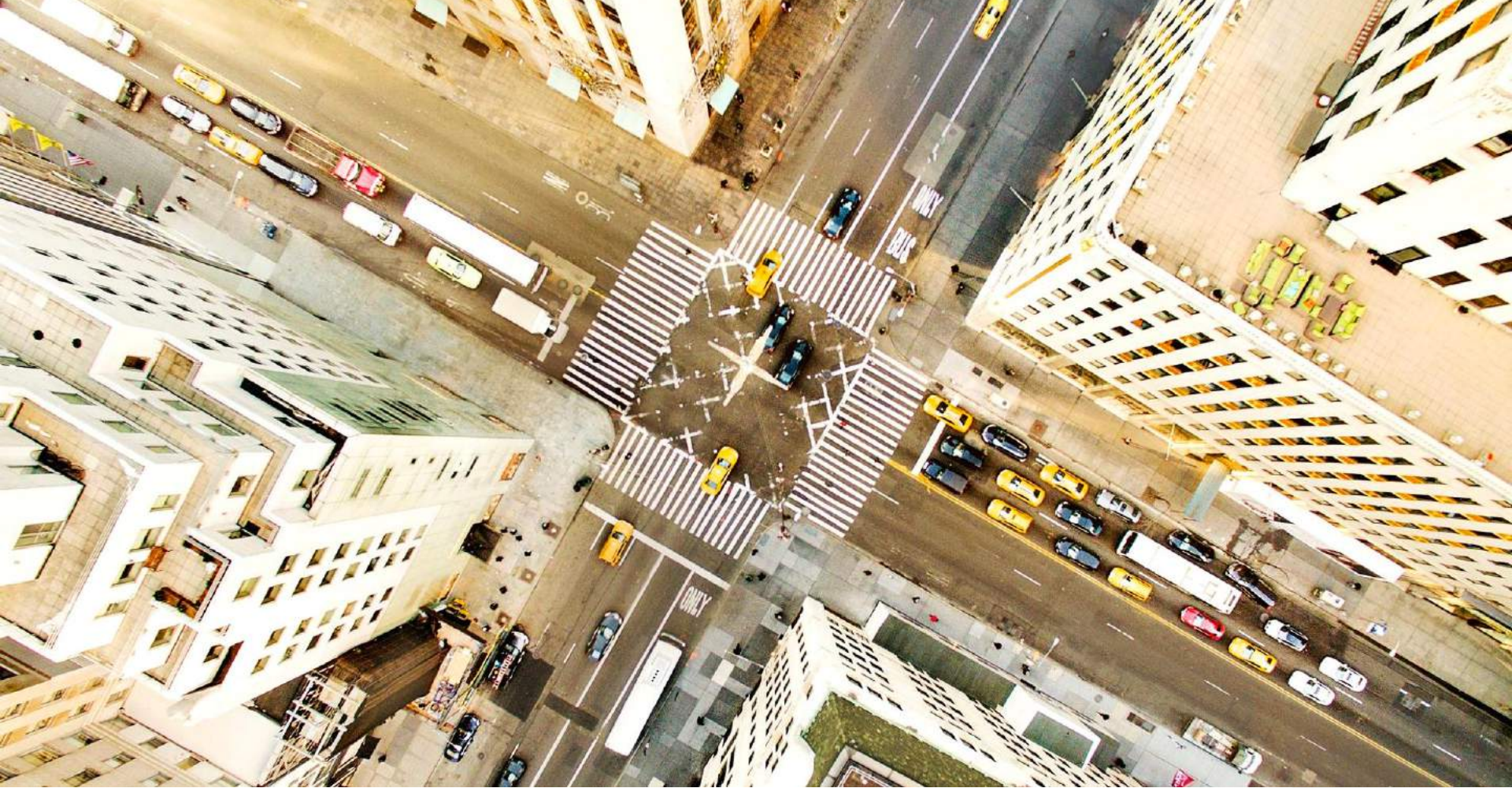
- Autonomous & Electric & Shared personal transport
- City-Region Integrated public transport
- Walking & Cycling – the integral part
- Open Data to Rule them All!





Beyond Challenges

- Getting Public service operators on board
- Opening up those City & PSO datasets
- Getting people out of (their own) cars
- Managing Regulatory & Policy obstacles



Where Research & Innovation can contribute?

- Customer Psychology on Sharing, Autonomous Driving, and Ownership “Withdrawal”
- New business models for insurance & car industry
- Integrated Open Data and Internet of Things

Thank you!

sasa.bart@savjetura.hr

 twitter.com/savjetura

Savjetura

Strategy | Sustainability | Performance Improvement

Petra Preradovica 12/III, HR-10000 Zagreb, Croatia

www.savjetura.hr

 linkedin.com/company/savjetura