



Web Conference LIVE on #lessCARS | 3 December 2020

The opportunities for railways in digital Platforms

UIC Door-to-door project, 3rd Workshop

The full integration between different mobility services can be realized using Mobility-as-a-Service Platforms (MaaS Platform). MaaS Platforms offer the capability to smoothly combine multiple mobility solutions from origin to destination (train legs included) and pay for the entire journey with a single transaction. The platforms have the added benefit of real-time information along the journey that reacts instantly in times of disruption and delay, providing alternative routes.

In order to make the necessary shift away from road and combustion engines, it is essential that more passengers find rail and other public transport easy to use and convenient. In a post-Covid world we have the opportunity to #buildbackbetter and build confidence in public transport again with the travelling public. How can MaaS help rail to meet this challenge?

Draft Agenda

11.30 Welcome speech

Goals and perspectives of the events

- **Lucie Anderton**, Head of Sustainability Unit, UIC
- **Raimondo Orsini**, Sustainable Development Foundation Director

11.50 Opening session

MaaS technology for a more sustainable transport and its role for transport decarbonization

- **Piia Karjalainen**, Secretary General, MaaS Alliance
- **Daria Kuzmina**, Railway Unit Manager, UITP
- **Juan José Montero Pascual**, Professor, Florence School of Regulation (EUI) & UNED University (Madrid)

Q&A: Open debate between participants

12.45 Digital lunch break



14.00 Session 1

Moderator: Raimondo Orsini, Sustainable Development Foundation

Best practices and success stories inspiring future opportunities

Rail companies and MaaS provider will give an overview about their solutions, experiences and challenges in the field of Mobility as a Service; the session will present as well an overview of MaaS solutions already launched and on-site.

- **Camille Vedel**, MaaS Project Manager, Transdev
- **Jean-Baptiste Goujon**, Head of Sales and Operations Assistant, SNCF, France
- **Renzo Iorio**, CEO Nugo, FS Group - Italy
- **Rahel Kaenel**, SBB - Switzerland
- **Bruno Espinar**, Manager of Mobility 4.0 and Digital Innovation RENFE, Spain
- **Joubert Flores**, CEO, ANPTrihlos – Brasil
- **Kees Miedema**, Programmanager Ketenmobiliteit bij NS Stations, Netherlands

Q&A: *Open debate between participants*

---- Comfort Break ----

16.00 Session 2

Railway as a backbone of sustainable transport system for the future of urban mobility

Rail companies will share their approach on customer experience, PRM services and general challenges and opportunities for the sustainable mobility in the Commuter and Regional Train Services of the future.

Moderator: Vanessa Perez, UIC

- **Charlene Wallace**, Rail National Passenger and Customer Experience Head, Network Rail - *Putting Passengers first*
- **Yasunari Nakashima**, Japan Railways, Paris Office Director, Japan - *Covid measures and digitalization*
- **Catherine Langlais**, VIARAIL, Canada - *Digital accessibility*
- **Kelly Anne Gallaguer**, Executive Director, Commuter Rail Coalition, USA
- **Theodoros Tolias**, Passenger Director, Trainose

Q&A: *Open debate between participants*

17.30 Conclusion

UIC and the Foundation