

UIC SUSTAINABILITY PLATFORM
Digital door-to-door solutions
10 Guiding principles for railways
September 2021



SUSTAINABLE
DEVELOPMENT
FOUNDATION



Digital door-to-door solutions

10 GUIDING PRINCIPLES FOR RAILWAYS

...with real railway experiences

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Director of Sustainable Development
Foundation

12th October 2021

CONCEPT

Preparatory study

2018

CONCEPT OF
Door-to-Door services

Limitations and barriers
for the door-to-door services

ENGAGEMENT

1 WORKSHOP - WARSAW

Door-to-door solutions:
New business- opportunities
for urban mobility

2018

2 WORKSHOP - ROME

Get cities and stations closer

2019

DESK ANALYSIS OF BEST PRACTICES

Case study literature review
Structured interview by request for infor-
mation

2020

3 WORKSHOP - DIGITAL EDITION

The opportunities for
railways in digital Platforms

2020

DISSEMINATION

UIC Door-to-Door Guidelines

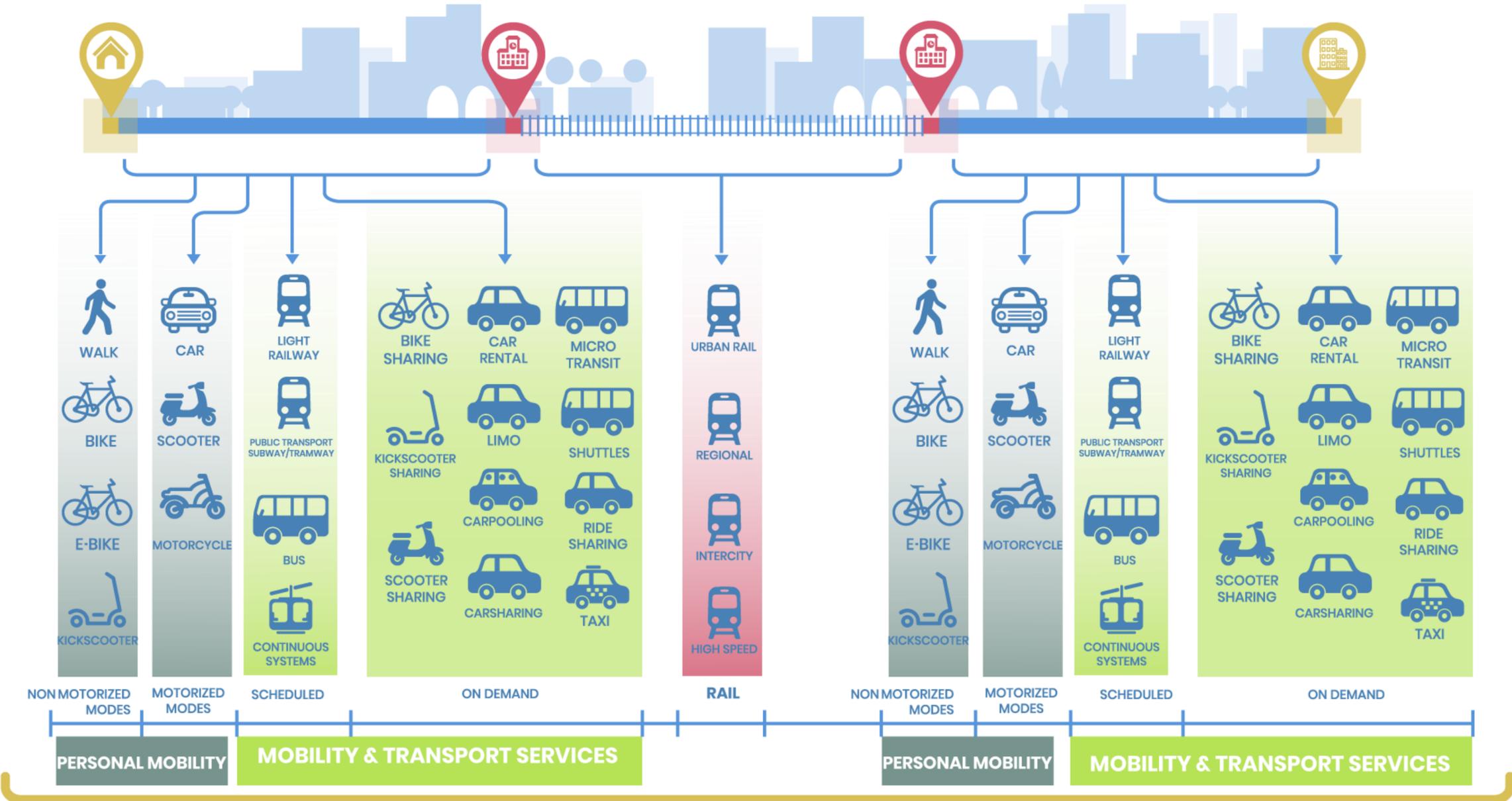
2020-2021

Final event

October 2021

All documents are available on UIC.ORG

Railway digital door-to-door solutions:



D2D SOLUTION

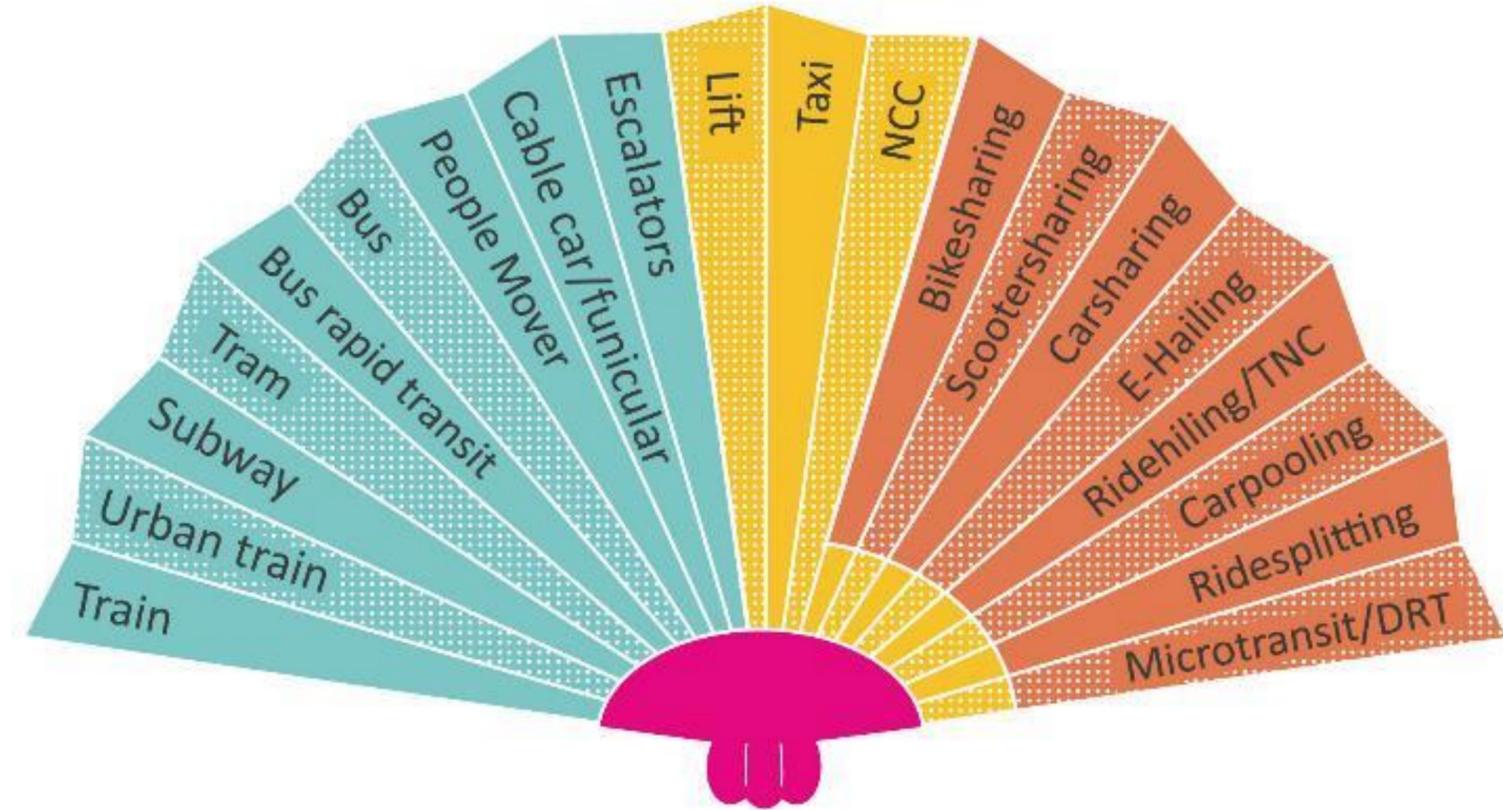
A greater integration between the train and other transport modes (in particular shared and non-motorised ones)



Expansion of rail market share

Effects of railway digital D2D solutions

1) “Lesscars”: reducing emissions, congestion, and accidents



2) Creating multi-modal hubs for modal shift



10 GUIDING PRINCIPLES FROM RAILWAYS EXPERIENCES





1) TAKE A LEADING ROLE

In this scenario, railway companies must take the opportunity of a rapidly changing market and take leading role by **investing in technological innovation** and promoting **integration** between different mobility services.

Case study





CASE STUDY DESCRIPTION (Assistant by SNCF)

e.Voyageurs SNCF, the SNCF group's digital response to these challenges



e.Voyageurs SNCF operates in a constantly changing mobility market



RESTARTING MOBILITY

Make French people prefer SNCF and its partners' solutions for clean mobility

1



TRANSFORMING THE CUSTOMER EXPERIENCE

Transform the experience of all of our travelers on all of their journeys

2



OPTIMISE AND SIMPLIFY

Optimise our costs and simplify our structure to be more efficient

3



SPEEDING UP TECHNOLOGY

Identify and integrate technological game changers.

4

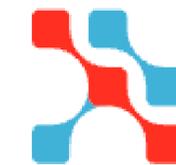


2. PROMOTE AN OPEN, FAIR AND EQUITABLE DIGITAL ECOSYSTEM



Railway companies can act proactively and assume the role of **key public governance partners** in outlining an open, fair, equitable digital ecosystem.

Case study



driversity





3. COLLABORATE WITH PUBLIC AUTHORITIES

Railway can make available to public authorities a level of data, information, and digital tools so they are able to build the knowledge base for the formation of sustainable mobility plans both at a national and local level.

Case study



Station Management and
PUMS Observatory
multi-stakeholder platform



Comune di Bologna



4. LEVERAGE DIGITAL TECHNOLOGY

Railways have the opportunity to profit from all the typical advantages of a platform such as the fact of **relying on real time data to create value for multitudes of users**, and improve the quality of services.

Case study



by SNCB





5. TARGET DOOR-TO-DOOR SOLUTIONS CONSISTENT WITH YOUR BUSINESS STRATEGY

There is no “one size fits all”. Innovation must take place according to a **strategy** with specific and achievable objectives capable of increasing the competitive advantage of the company. **Strategy first, then consistent D2D solutions.**

Case study



by NS



by SBB



6. SET OUT BUSINESS PARTNERSHIPS WITH A FAIR AND COLLABORATIVE CULTURE

An aggressive strategy of dealing with other mobility providers, based on railway company's incumbent role, risks being counterproductive; creating a collaborative culture will help make investments in new technologies and new processes more successful.

Case study

The logo for Frecciarossa, featuring the word 'FRECCIAROSSA' in a bold, italicized black font with a red swoosh underneath.



By Trenitalia &
Enjoy (carsharing)



7. TRACK AND ANALYSE MOBILITY DEMAND

Invest in digital solutions that aim to analyze travel behavior of current and potential railway customers. Use that information to improve the service and offering to all customer needs and attract new customers.

Case study

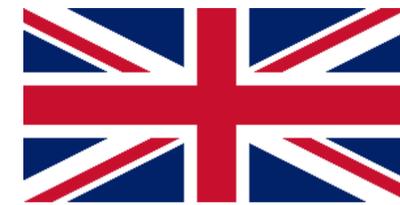




8. CREATE USEFUL INTERACTION BETWEEN PHYSICAL AND DIGITAL ACCESSIBILITY

Each railway station must guarantee to physically “process” as many modal interchanges as possible with efficiency, safety and ease of use.

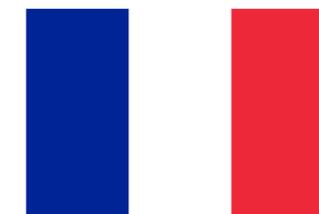
Case study



Station Travel Plans
(England)



Station Plan
by RFI



Railway station
contest by SNCF



9. MAKE SURE THE DIGITISATION PROCESS IS INCLUSIVE

Railways should protect fundamental rights and values aspect in the digitisation process of their services.

Nobody should be excluded, even if this means higher costs.

Case study

Guidelines for



Seattle
Department of
Transportation



VIA Rail Canada



10. PROTECT DATA

Data becomes a **crucial corporate asset**, also from an economic point of view, and data protection turns into a topic of strategic interest that requires an approach capable of taking into account the context of every single company and the factors that can influence it.

Focus



The EU General Data Protection Regulation



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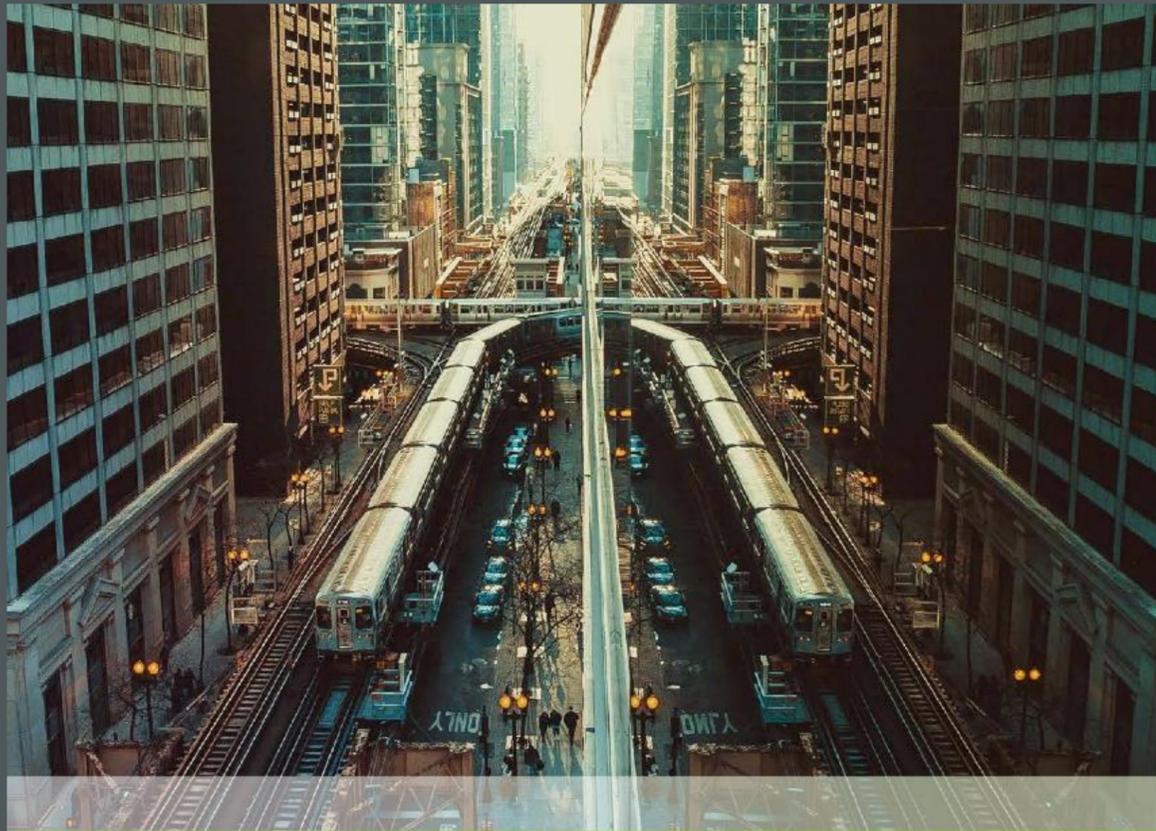
INTERNATIONAL UNION
OF RAILWAYS

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- SUSDEF Website



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Thank you for your attention.