



VIRTUAL CONFERENCE ON

DATA-DRIVEN URBAN MOBILITY IN EUROPE

March 25, 2021 | 9:30 AM - 4:00 PM Central European Time (CET)

Hosted by:

Global **Mass Transit**

MISSION

The European Commission (EC) has laid significant emphasis on data-driven smart urban mobility in the past one year. On December 9, 2020, the EC unveiled the 'Sustainable and Smart Mobility Strategy' that highlights the use of data and building a Common European Mobility Data Space to position Europe at the forefront of the development of an intelligent transportation system (ITS), including connected cars as well as other modes of transport. This is in line with the EC's data strategy released in February 2020.

A Common European Mobility Data Space will facilitate access, pooling and sharing of data from existing and future transport and mobility databases. As a step towards creating this data space, the Commission adopted the proposed regulation on data governance in November 2020. This regulation aims to boost data sharing across sectors and Member States, strengthen mechanisms to increase data availability and overcome technical obstacles to the reuse of data.

Several federal governments in Europe have launched country-level initiatives. For instance, the German Federal Government has advanced its plans for the creation of a mobility data space, where data from public bodies, businesses and citizens can be used and exchanged to create new business opportunities. This data space is not an open data platform but aims to serve as a one-stop shop window with data packages that have been made available by individuals voluntarily and that can be purchased by other mobility service providers in search for new business models.

Data-driven smart urban mobility can enable transit agencies/authorities, operators and mobility service providers to improve performance and profitability of public transport systems. In light of the latest developments, Global Mass Transit is organizing a virtual conference on **Data-driven Urban Mobility in Europe** on **March 25, 2021**.

The **mission of the conference** is to discuss the policy and regulatory framework for data-driven smart urban mobility, initiatives of the EC, country-level initiatives to create a mobility data space, benefits, challenges, and the way forward. The **conference will provide a platform** for transit agencies, governments, cities and private companies to explore data-driven solutions for integrated multimodal transport, ITS, operations optimisation, stakeholder communication through data visualisation, network planning and high-quality customer service.

The event will bring together experts from leading public transport authorities/agencies and operators, policymakers, regulatory bodies, ministries and government departments, public transport operators, fleet operators (taxis), road operators, road administrations offices, cloud providers, technology and service providers, software developers, data architecture and IT system firms, data providers (public and private), fare collection system suppliers, fleet management software providers, dynamic multiservice journey planners, automotive companies, providers of navigation services, taxi fleet operators, ride-hailing and ride-sharing service providers, micro-mobility providers, ticketing infrastructure providers ICT infrastructure suppliers, telecom/IoT platform providers, system integrators, industry consultants, research and development organisations, financiers, technical institutes, etc.

KEY TOPICS TO BE DISCUSSED

- Creation of a Common European Mobility Data Space
- Regulation on European data governance and impact on mobility
- Use of privately-held data by government authorities (business-to-government - B2G - data sharing), use of public sector information by business and sharing and use of privately-held data by other companies and sharing of data between public authorities
- Data interoperability and quality
- Mobility data space: Architecture and components
- Investing in next generation tools and infrastructures to store and process data
- EC's Smart and Sustainable Transport Strategy
- EC's Directive on Intelligent Transport Systems
- Adoption of an Implementing act on high-value data sets under the Open Data Directive in Q1 2021
- Overcoming technical obstacles to the reuse of data
- Key country-level Initiatives for open data
- Emergence of new business models
- Communication technologies for connected vehicles and automated driving
- Data in autonomous driving: different strategies to data compatibility
- Data and ITS
- Data and Mobility-as-a-Service (MaaS)
- Mobility Data Marketplace
- Privacy and cybersecurity

BENEFITS OF ATTENDING A VIRTUAL EVENT

- Live interaction with senior speakers and key stakeholders (Q&A facility)
- Easy connectivity to geographically dispersed delegates (click of a mouse)
- Virtual meetings and interactions with industry peers and leaders
- Cost effective (lower ticket price as compared to a physical conference)
- Flexibility and convenience
- Access to conference recordings to watch later 'on demand'

AGENDA (Tentative)

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Session 1: Key Trends and Outlook

- ❖ Increasing focus on data for smart mobility and key emerging trends
- ❖ Data-powered mobility during Covid-19
- ❖ Emergence of new technologies
- ❖ Outlook, opportunities and issues

Session 2: Creating a Common European Mobility Data Space

- ❖ Data strategy
- ❖ EC's Smart and Sustainable Transport Strategy
- ❖ Data interoperability and quality

Session 3: Regulation on European Data Governance

- ❖ Key features and impact on the mobility sector
- ❖ Impact on transit agencies, operators and mobility service providers
- ❖ Pending issues and the way forward

Session 4: Key Country-level Initiatives

- ❖ Perspectives of key government departments on nation-wide initiatives
- ❖ GAIA-X
- ❖ Key initiatives, the experience so far and major challenges
- ❖ Future plans and the way forward

Session 5: Transit Agency/Authority Perspective - A panel discussion

- ❖ The experience so far, the key lessons learnt
- ❖ The policy, regulatory and institutional framework needed for data-driven smart urban mobility
- ❖ Digital infrastructure investment, future plans
- ❖ Risks, issues and challenges

Session 6: Data Infrastructures and Technologies

- ❖ Investing in a high-impact project on European data spaces and federated cloud infrastructures in 2021-27
- ❖ Cloud infrastructures and services
- ❖ Developing data processing infrastructures, data-sharing tools, architectures and governance mechanisms

NETWORKING AND BREAK

Session 7: Mobility Data Marketplace

- ❖ Open data
- ❖ Bundling the data of a broad range of partners, including authorities from the public sector, municipalities and providers of mobility services
- ❖ Case studies

Session 8: Connected and Automated Mobility

- ❖ EU vehicle approval legislation, including the use of connectivity (3G-4G and remote diagnostics)
- ❖ Open in-vehicle platform architecture
- ❖ Specifications for V2X, I2X communication

Session 9: Data for Seamless Multimodal Mobility

- ❖ Real-time exchange of public transport data with respect to real-time timetable information, booking processes and ticket validation
- ❖ EU-wide standard to exchange and access related data sets to promote public transport in cross-border regions and for travellers
- ❖ Multimodal journey planners

Session 10: Data and ITS

- ❖ Intelligent Transportation Systems or Advanced Traffic Management Systems for incident management and real-time traffic monitoring
- ❖ Data made available through National Access Points (NAPs)
- ❖ European ITS data infrastructure under the Common European Mobility Data Space
- ❖ High-frequency real-time data streams, road traffic and travel data
- ❖ Public data for digital maps
- ❖ Predictive analytics
- ❖ Digital parking management
- ❖ Connecting global geo and weather data with the mobility segment

Session 11: Data and Mobility-as-a-Service

- ❖ Journey planning, travel information (including real-time traffic information), MaaS services and products
- ❖ Accessing, exchanging, using and re-using public and personal/non-personal data
- ❖ Use of multiple data types (static/dynamic road data, real-time traffic data)
- ❖ Undertaking behavioural transport analytics using artificial intelligence
- ❖ Consumer protection and privacy
- ❖ Legal and regulatory challenges

WHO SHOULD ATTEND?

- ❖ Public transport authorities/agencies and operators
- ❖ Policymakers, regulatory bodies, ministries and government departments
- ❖ Public transport operators
- ❖ Road operators
- ❖ Road administrations offices
- ❖ Cloud providers
- ❖ Technology and service providers
- ❖ Software developers
- ❖ Data architecture and IT system firms
- ❖ Data providers (public and private)
- ❖ Fare collection system suppliers
- ❖ Fleet management software providers
- ❖ Dynamic multiservice journey planners
- ❖ Automotive companies
- ❖ Providers of navigation services
- ❖ Taxi fleet operators
- ❖ Ride-hailing and ride-sharing service providers
- ❖ Micro-mobility providers
- ❖ Ticketing infrastructure providers
- ❖ ICT infrastructure suppliers
- ❖ Telecom/IoT platform providers
- ❖ System integrators
- ❖ Industry consultants
- ❖ Research and development organisations
- ❖ Financiers
- ❖ Technical institutes

KEY BENEFITS TO PARTICIPANTS

- ❖ Understand the emerging concept of Common European Mobility Data Space, its components, applicability and its role in the future
- ❖ Find out about the latest developments and plans for data-driven smart urban mobility in Europe
- ❖ Listen to the leading transit agencies, operators, government officials, solution providers and consultants
- ❖ Review the country-level data platforms, policies
- ❖ Discuss concerns, share viewpoints and develop new strategies
- ❖ Engage in stimulating discussions and deepen your knowledge with targeted questions
- ❖ Network with speakers, panelists and peers, and develop contacts with potential customers, partners and collaborators

DELEGATE FEE

	Price before February 10, 2021	Price before March 10, 2021	Standard price
1 Login	EUR126	EUR153	EUR180
2-3 Logins	EUR210	EUR255	EUR300
4-5 Logins	EUR294	EUR357	EUR420
6-9 Logins	EUR378	EUR459	EUR540
10-20 Logins	EUR462	EUR561	EUR660

**Registration is complimentary for transit agencies and government authorities*

SPONSORSHIP

The virtual conference will provide an excellent opportunity for organizations to showcase their products and services. The deliverables include:

- A 15-minute speaking slot (presentation should be relevant and not just a sales pitch)
- Company logo will be displayed on the event website and the registration page
- Company logo will be displayed in the opening and closing slide/waiting room
- Special mailer to our database announcing your participation with details about your company/products
- Sponsor company mentioned in each promotional mailer
- Mentions in social media posts including a post on the speaker from your company
- Mention in the webinar opening and closing remarks
- 6-9 attendee logins for the employees of the company (regular fee for eight logins is EUR540)
- Contact list of attendees

CONTACT US

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PAYMENT OPTIONS

To make payments, please visit:

<https://bit.ly/2WnkRRx>

All credit card payments will be subject to standard credit card charges

TERMS AND CONDITIONS

Payment Policy

- Full payment must be received prior to the conference in EURO.

Cancellations

- Cancellations received in writing 30 days (February 23, 2021) before the date of the conference will receive a full refund, minus a service charge/administration fee of EUR40. We regret that no refunds will be made for any cancellations received less than 30 days prior to the conference.
- Substitutions/name changes are welcome at no extra charge. Please send these in writing at least two days prior to the conference.
- **Disclaimer:** *Global Transmission shall assume no liability whatsoever in case the event is postponed or cancelled due to a fortuitous event or unforeseen occurrence that renders the performance of this conference impracticable, illegal or impossible. For purpose of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency. Global Transmission's responsibility is limited to return of the registration fee only and is not liable for any other cost.
- Please note that it may become necessary for reasons beyond the control of the organisers to make alterations to the content and timing of the programme or speakers.