



**TAKING
COOPERATION
FORWARD**

CITY INDUSTRY DIALOGUE – CONFERENCE: THE FUTURE OF PUBLIC TRANSPORT NOT ONLY IN CITIES –
MODERN TECHNOLOGIES IN PUBLIC TRANSPORT



Brno, 5th of June 2019



Turin Living Laab MAAS



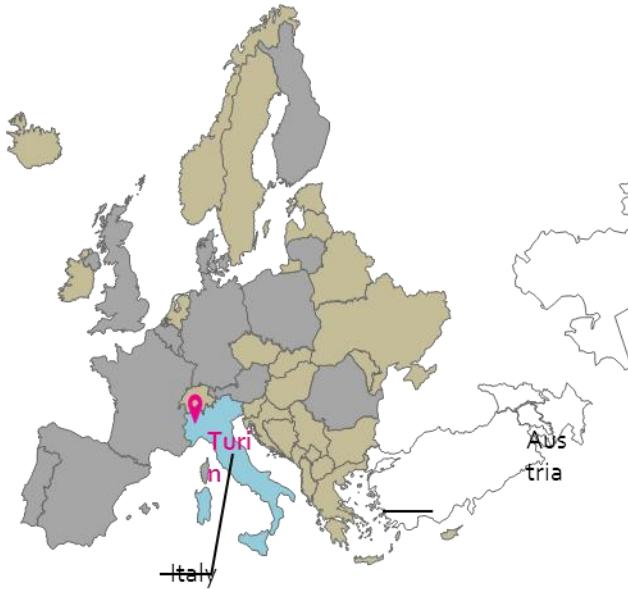
City of Torino/ Giuseppe Estivo

How is it?
What about Smart Mobility in Turin?

ABOUT THE CITY OF TURIN



The City of Torino in brief



CITY SURFACE

City area: **130 km²**

Green areas extension: **18,4 km²**

Trees: **160.000**



POPULATION

Turin inhabitants: **902.000**
Foreign residents: **115.800**
University students: **91.316**
Metropolitan region: **1.790.000**



ECONOMIC INDICATORS

GDP of the Province: **58.950 million Euros** (4,3% of nat.)
Firms (city): **114.500**
Unemployment: **6,5%**



CULTURE AND LEISURE FACILITIES

Playgrounds: **262**
Sport facilities: **200**
Museums: **44**
Public libraries: **17**



MUNICIPALITY

Budget: **1332 million €**
Employees: **12.000**

History of Torino

Torino was founded by the Romans in 28 b.C.



Torino became in 1563 Capital of the Savoy Kingdom

In 1861 Torino was the First Capital of unified Italy.



In the XX century the city was the industrial engine of Italy, experiencing a strong economic and demographic development.



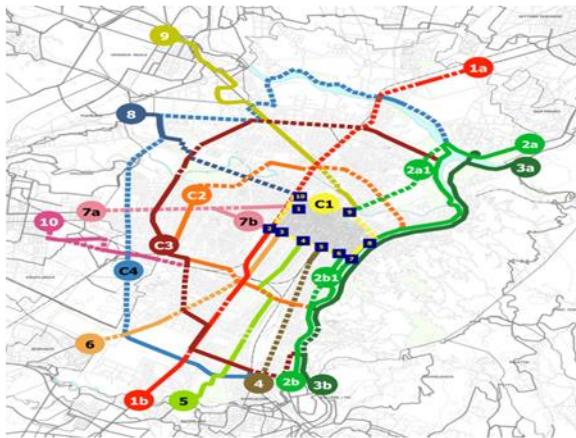
After a period of industrial decline, a process of deep change began:

- urban transformation and regeneration, new infrastructures
- transition from one-company town to a pole of innovation, design, information technology, high education, culture, quality of life.

Torino is nowadays a major touristic city as well as an academic pole, an R&D centre (CRF, General Motors Europe, Telecom-Lab), a national health centre and a financial and insurance centre.



Torino in Smart Mobility



Turin Planning and Targets



Transports increase and support to mobility to get 60% emissions reduction

by 2020:

- from 60-40% private transport/public transport modal shift to **50/50%** (PUMS 2009)
- CO₂ emissions reduction, **21,7%** lower than 2005 (TAPE 2009)
- increase the bicycle use in the city from 3% (2008) **up to 15%** of daily passenger transport (BICIPLAN 2013)
- A **Smart City** where **clean and sustainable mobility**, energy consumption reduction, best technology, fostering culture and pursue accessibility **contribute to improve citizens quality of life** (SMILE 2013)



TO DEVELOP LOW CARBON PILOT
ACTIONS
WITH IT MOBILITY SOLUTIONS



MAAS - MOBILITY AS A SERVICE

What is the MaaS paradigm?
Which opportunities is the MaaS offering?



Our idea of MaaS – Mobility as a Service

To provide a real and effective alternative to the use of private car

The MaaS integrates **multiple private and public transportation services**

- **in one single service of mobility**
- ***on-demand* personalized** and accessible services, to answer to single custom users' needs
- offered through a unique platform, integrating multiple functionalities – route planning, digital payment, ticket validation – under the **one-stop-shop principle**



WHAT ARE THE OPPORTUNITIES?



.... For the city

- Decrease the use of private vehicles
- Increase the use of PT and sharing mobility
- Improve the quality life

.... For the mobility enterprises

- Increase the customers
- A new business model

.... For the people

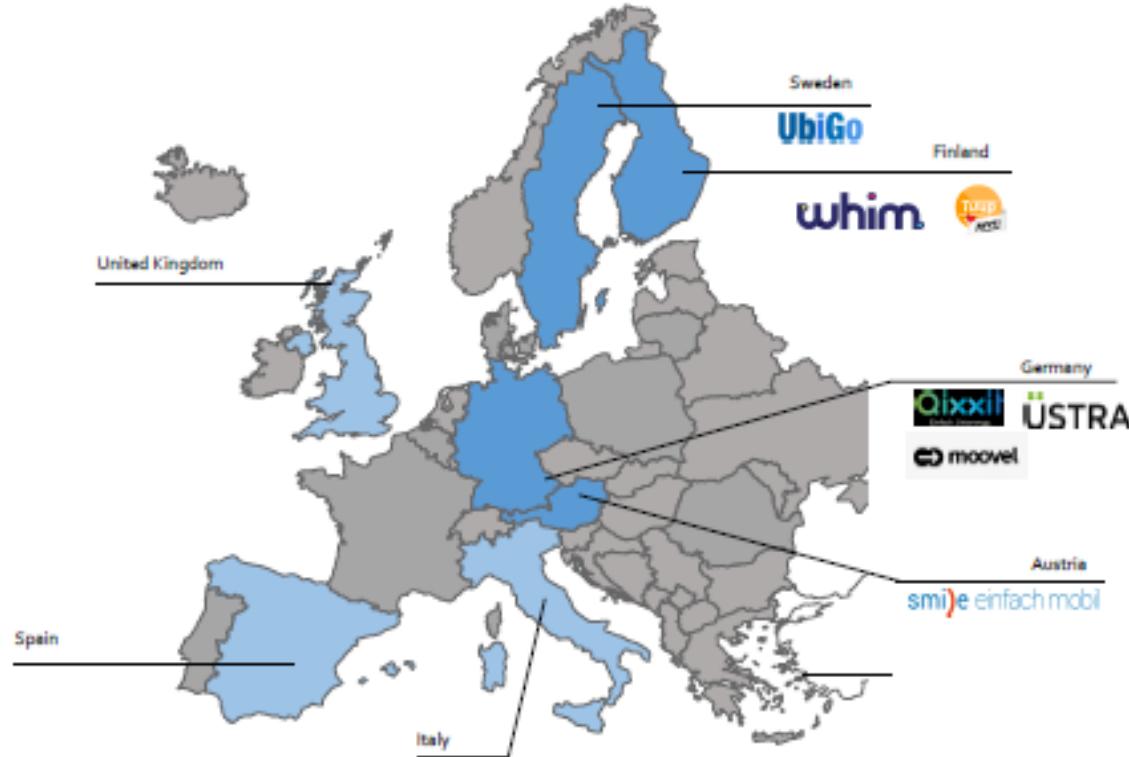
- To be sustainable
- Save a money



Progress in Europe

...the work
started from
2014

Lighthouse city in
Europe: Helsinki,
Wien



Still unsolved...



To define a **precise role for public transportation authorities**, targeting and guaranteeing objectives of a sustainable and inclusive mobility



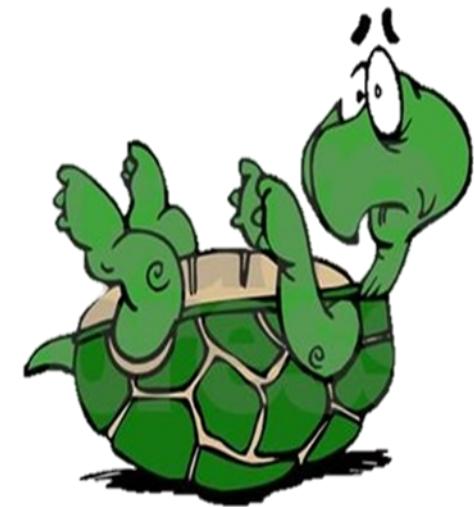
To find a right balance between **public and private sectors**, for a unique and integrated mobility system



To understand the **MaaS impact** on users' mobility behaviours and sustainability choices



To identify a **winning business model**



TURIN MAAS LIVING LAB

Can citizens modify their mobility habits?

How can the MaaS model contribute?



General Goal



1. To reduce the use of private vehicles
2. To increase the use of public transport and sharing mobility
3. To increase the use of the MaaS platform



Turin Living Lab partners

3 European projects – IMOVE, SUMPs-UP, SOLEZ – have been working together synergistically, to test and evaluate MaaS potentialities.



The City's Department of Mobility supports the implementation of experimentation activities and **defines policies and guidelines to regulate** the entire process



URBI supplies MaaS technology and signs commercial agreements with mobility operators integrated into the MaaS platform



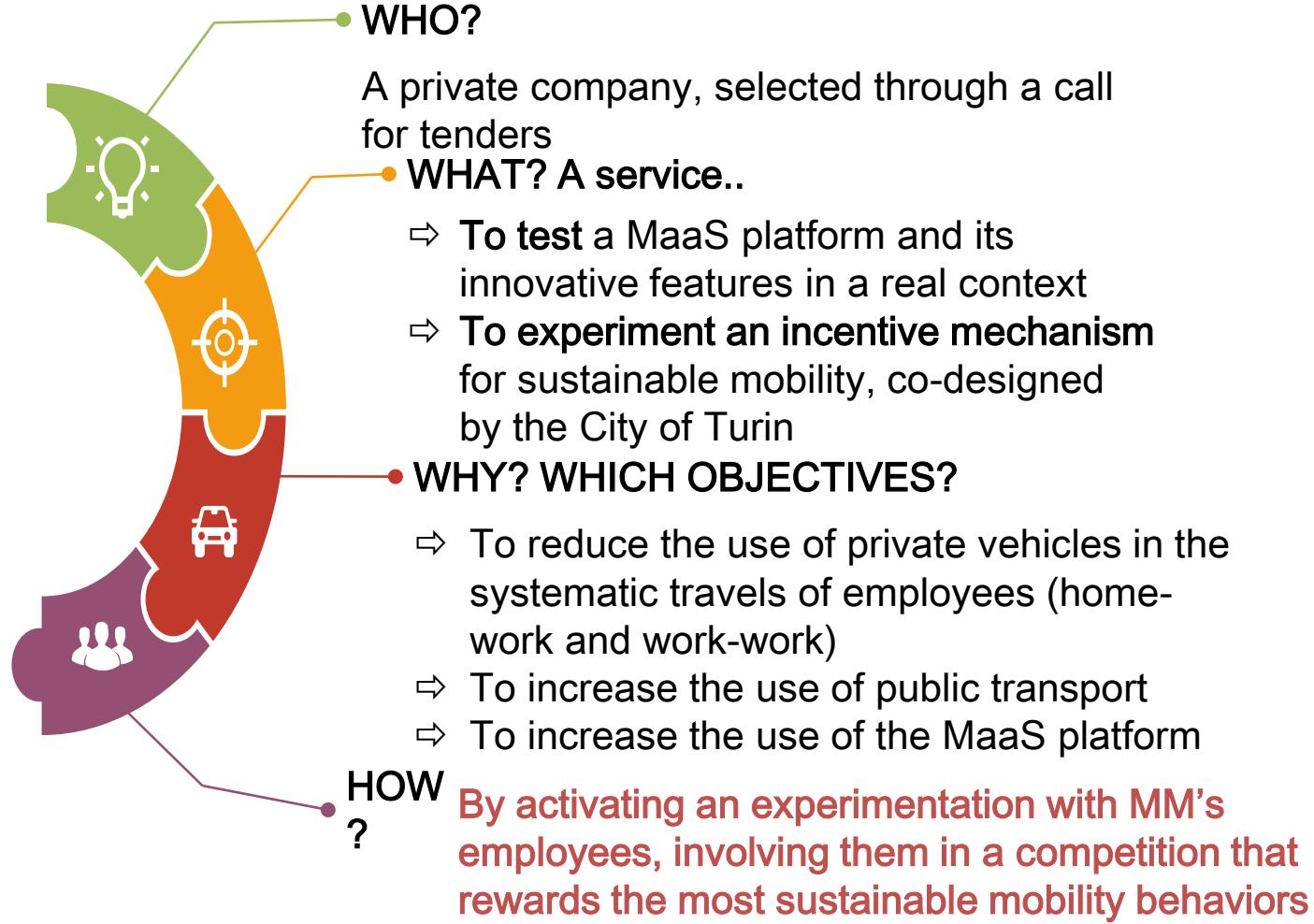
Torino Wireless **supports the coordination among stakeholders, the feasibility and operational implementation** of the Living Lab



ST facilitates the technical integration of the systems and manages the operation of the Living Lab



Why is the City of Turin activating a Living Lab?



Why implementing a Living Lab with Mobility Manager?

FOR THE CITY

- ⇒ To test “*in vivo*” MaaS platform, its innovative functionalities and to experiment some **mechanisms to incentive choices** of sustainable mobility
- ⇒ To test an innovative solution in a real context and in a collaborative environment with a small sample of users - who respond to a framework of common rules.

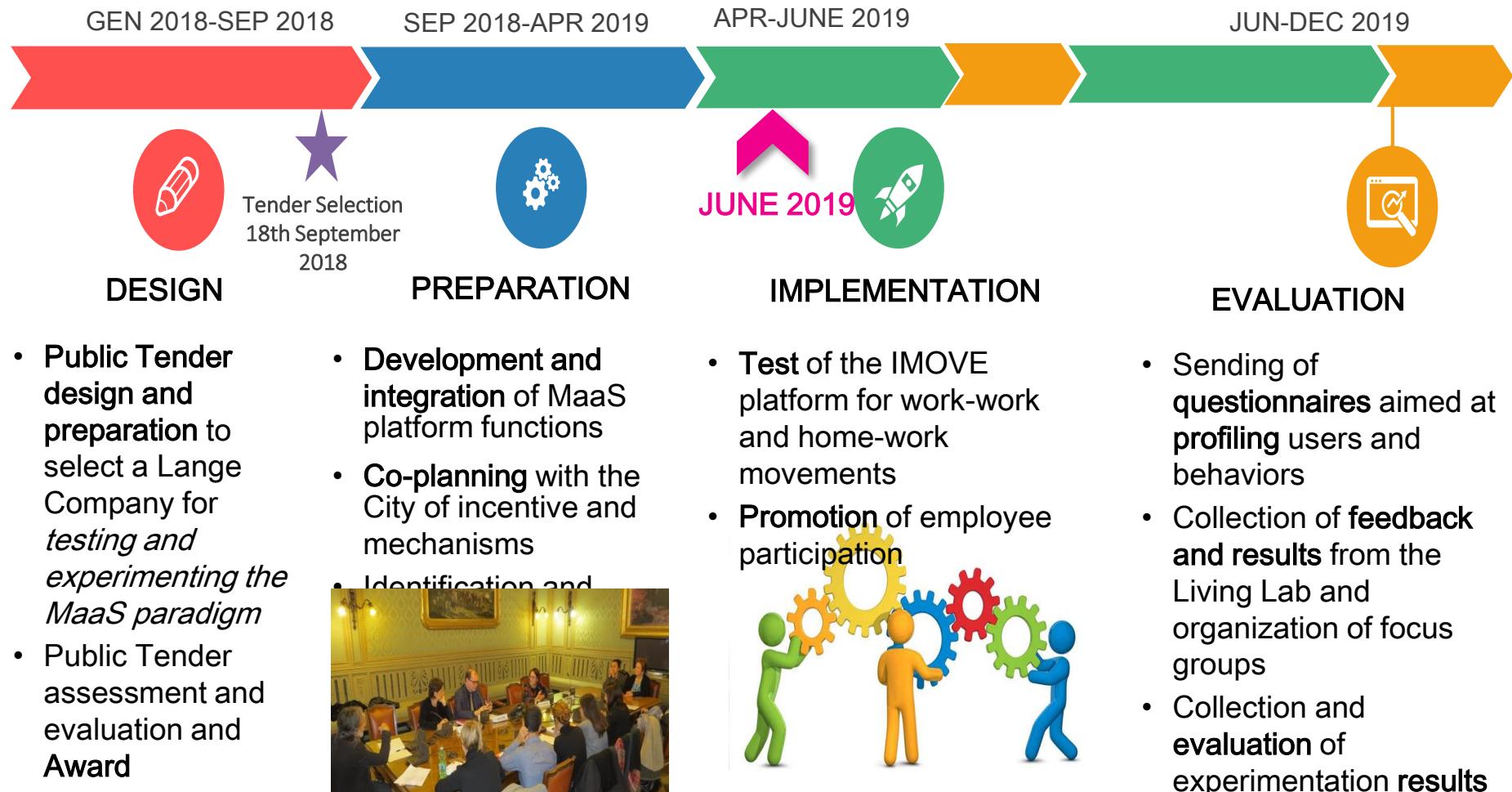


FOR Mobility Manager (MM)

- ⇒ To implement and encourage **sustainable mobility policies** among its employees
- ⇒ To involve employees directly in **achieving corporate sustainability goals**
- ⇒ To introduce **an innovative system for work-to-work travel** and achieve management economies
- ⇒ To evaluate a **reorganization solution of internal mobility systems** (e.g. company car sharing, etc.)
- ⇒ To attract new resources (*mobility vouchers*) to reward good practices and enhance sustainable travels for employees



Living Lab - Timeline



A public tender for MaaS experimentation

*The experimentation of the MaaS paradigm involves initially a large private company (characterized by a significant number of commuters performing daily home-to-work trips), selected through a public tender
Specific admission requirements:*

- Mobility Manager**, keyplayer for the LL implementation
- Must have *Piano Spostamenti Casa Lavoro (PSCL)*** – company plan to support sustainable mobility for home to work journeys
- Operational headquarters in the Municipality of Turin and/or in one of the following neighbouring Municipalities: Collegno, Grugliasco, Venaria Reale**
- must have **recent data collected on employee mobility habits** (*preferable, but not binding*)



Selection Criteria

The selection is made on the analysis of the technical / economic offer received



TECHNICAL OFFER

- ✓ Quality and completeness of the PSLC
- ✓ Congruence of mobility management policies adopted at company level with respect to the activities and results expected from the "Living Lab MaaS Torino Service"
- ✓ Significance of the sample of employees

ECONOMICAL OFFER

- ✓ Additional economic value to boost the LL (co-finance)

Only 1 company selected and a co-funding of euro

7,500.00 (VAT excluded)



Deadline: 10 Settembre 2018

And the Winner is..

IN PRIMO PIANO

IL BIG DELL'AUTO METTE SULLA BICI I DIPENDENTI

Stefano Parola

Una sola piattaforma per spostarsi in città con mezzi diversi, che consente di prendere bus, la bike sharing e taxi, e di pagare con una sola app. "Maas" sarà sperimentato a Torino. La cosa curiosa è che a provarlo saranno i dipendenti dei laboratori di General Motors. Un par-

tecnologico della co-trasformazione di impegna trasforma partecipazionista nostra stra-

Taxi, bus e bici condivise "Tutto in una sola App"

LA STORIA

Contro lo smog e la piaga degli ingorghi, bici condivise, taxi sharing, bus e moto

tutto dallo stesso portale. Una soluzione contro quello che l'assessora Maria Lapietra definisce il «paradigma vecchio: quello dell'auto propria». Per ora, però, il progetto parte monco: il car sharing non è

Gm, gli addetti del colosso auto viaggeranno in bici, taxi e bus

Via ai test della piattaforma Maas, la "app" per la mobilità integrata in città. General Motors: "Un paradosso? No, investiamo già su motori alternativi"

"In Usa abbiamo lanciato Maven, nato come car sharing e che si sviluppa su diversi tipi di trasporto collettivi e individuali"

STEFANO PAROLA

Una sola piattaforma per spostarsi in città con mezzi diversi, che consente di prendere il bus, la bicicletta condivisa e il taxi, e di pagare per questi servizi in un'unica soluzione. Il sistema si chiama "Maas" e sarà sperimentato a Torino nei prossimi mesi. La cosa curiosa è che a provarlo saranno i dipendenti dei

laboratori di General Motors. Pierpaolo Antonioli, direttore di General Motors Global Propulsion Systems-Torino. Il nesso tra una piattaforma che permette di spostarsi usando soprattutto il trasporto pubblico e i lavoratori di un gruppo automobilistico sta in questo slogan: zero emissioni, zero incidenti, zero congestione. È lo slogan che guida lo sviluppo futuro di General Motors, come racconta Federico Galliano, responsabile relazioni istituzionali di Gm Torino: «Lavoriamo a propulsioni alternative, che ci consentano di arrivare a non generare emissioni, a veicoli interconnessi e a guida autonoma».

un mezzo di trasporto individuale: «Stiamo investendo pesantemente da diversi anni su queste logiche. Lo abbiamo fatto, ad esempio, lanciando negli Usa Maven. È

un nostro sistema che nasce come car sharing ma che si sta sviluppando attraverso una serie di servizi di trasporto complementari, sia collettivi sia individuali», spiega Galliano.

È lo stesso ragionamento che c'è alla base di Maas, che si basa su una piattaforma tecnologica realizzata da Urbi, una start-up

Innovazione
Federico Galliano, capo relazioni istituzionali di Gm Powertrain Europe. 

Innovazione
Federico Galliano, capo relazioni istituzionali di Gm Powertrain Europe. 

mentazione per i circa 400 dipendenti di General Motors (in prospettiva con il raddoppio della sede nella cittadella politecnica - diventeranno 750). Potrebbe sembrare singolare che, a sperimentare questo nuovo servizio, sia un'azienda che produce auto. «Invece è coerente con la nostra visione, che punta alle zero emissioni, zero incidenti e zero congestioni di traffico», spiega Federico Galliano, di Gm. L'azienda premierà i dipendenti che si saranno spo-

pendere nei servizi di mobilità condivisa e pubblica.

La piattaforma, che non è solo un'App ma un modo nuovo di affrontare la mobilità, è realizzata da Urbi, start-up appartenente a Telepass, parte da un progetto europeo ed è lanciata dal Comune di Torino insieme a 5T e alla Fondazione Torino Wireless. La direttrice di quest'ultima, Laura Morgan, sostiene che quando il sistema sarà diffuso tra i cittadini, si potrà risparmiare dal 15 al 20 per cento del tempo passato nel traffico, data la riduzione dei veicoli in circolazione. L'App permette di usare i servizi di trasporto condivisi: per ora hanno aderito Gtt, Tobike, Mobike, Wetaxi. «Stiamo puntando ad avere car sharing, Mimoto e le auto in leasing», aggiunge Lapietta. «Torino è la prima città in Italia ad adottare questo sistema. Dopo la fase di test, speriamo che gradualmente si espanderà tutta Italia». La sperimentazione riguarderà anche le modalità di pagamento, che potranno contemplare abbonamenti a pacchetti di mobilità integrata o il costo a consumo. F.

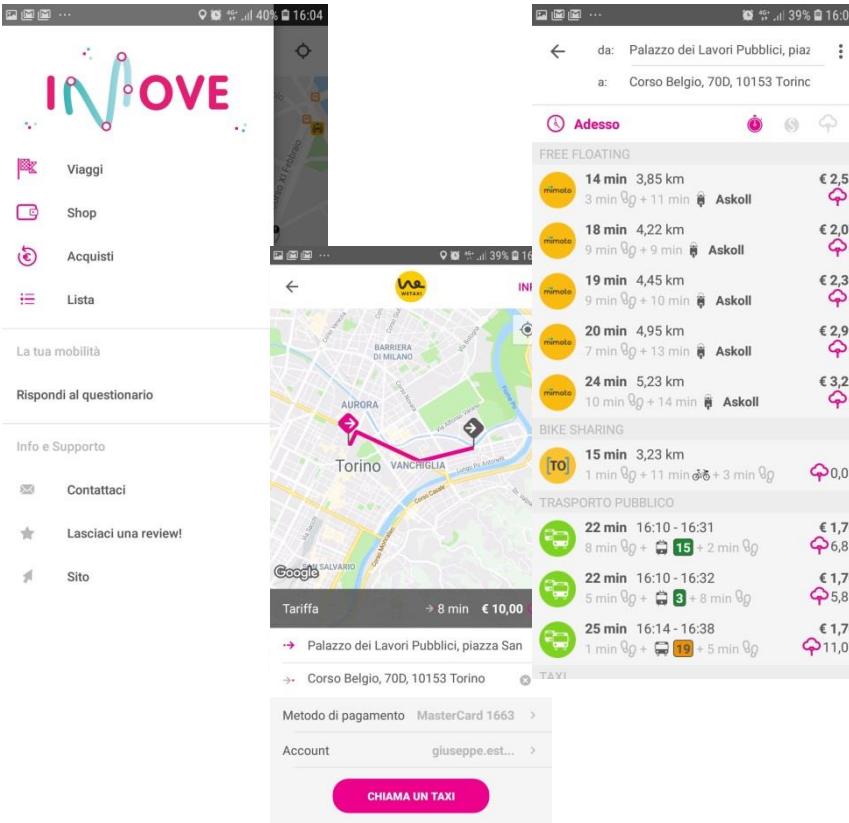


How are the employees involved?

**HOW THE EXPERIMENTATION
CONCRETELY WORKS**



The MaaS Technology Platform [IMOVE]



The City of Turin is testing the technology platform, accessed - for free for the entire duration of the LL through a **mobile app**:

Route planner, booking and payment (and validation) for the following means of transport: local public transport, bike sharing, car sharing, taxi;

Collection of anonymous and aggregated data on users, regarding use of the app, mobility choices made, kilometres travelled;

Monthly corporate billing for costs for work to work mobility-job of employees, during the trial period.

travelling by

In collaboration with IMOVE
 partner



(...by now!)



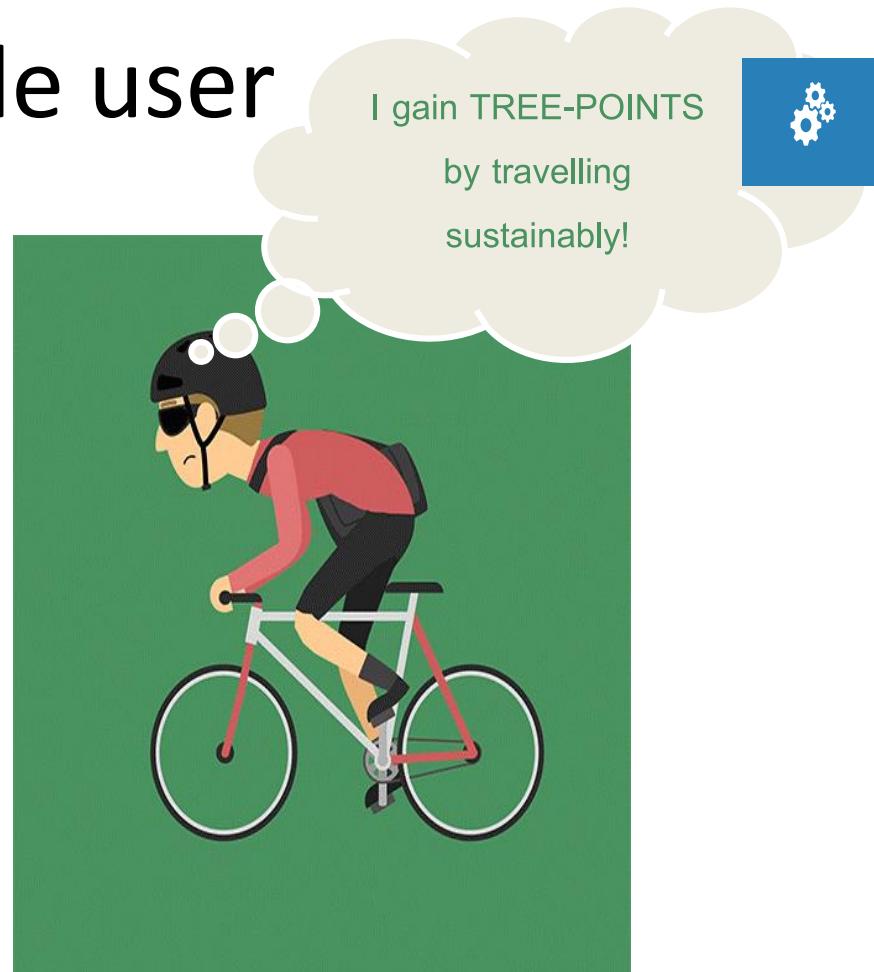
Use the MaaS platform and compete to be rewarded as the most sustainable user

2 CATEGORIES

- ⇒ home-to-work
- ⇒ work-to-work

2 SESSIONS OF THE COMPETITION

- ⇒ April to July
- ⇒ September to December



Which prizes for most sustainable users?

6 PRIZES every month, for each category →



HOME-
TO-
WORK



WORK-
TO-
WORK



10.000 €

as mobility budget
to use on the MAAS APP

The most
sustaina
ble users

#1 >> **100 €**

#2 >> **90 €**

#3 >> **80 €**

#4 >> **70 €**

#5 >> **60 €**

[who gains more
TREE-POINTS]

+ the
winner of
the
**MONTHLY
CHALLEN
GE**

100 €

[who spends
more time,
travelling...]
by bike]
by TPL]
using the Maas]
travelling...]





How to gain TREES-POINTS?

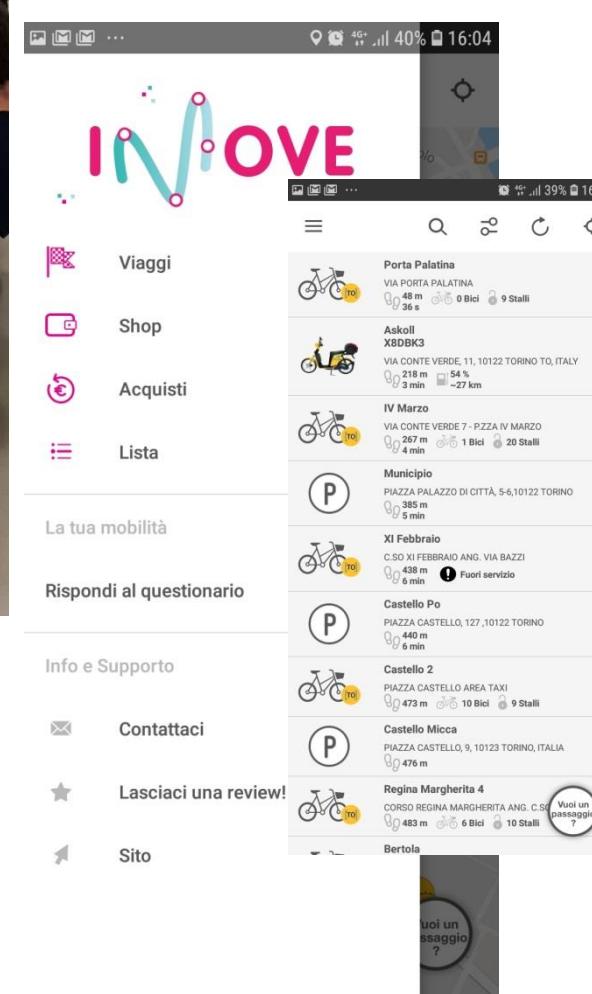


TREE-POINTS are points of sustainability, generated through the use of the MaaS platform, on the bases of :

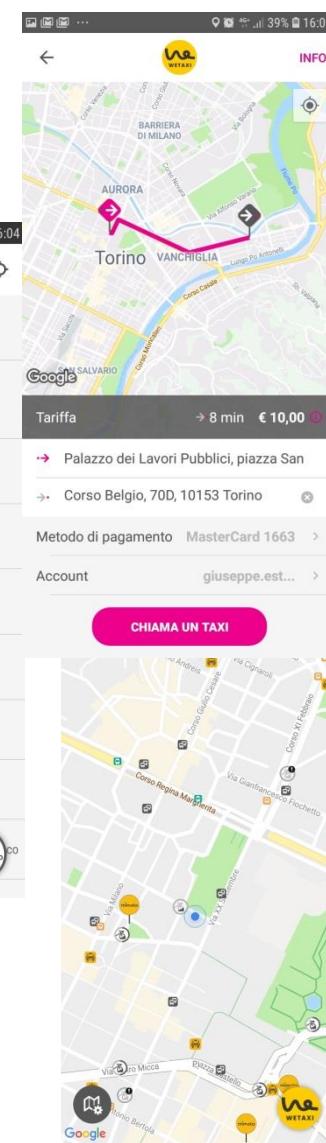
- ⇒ the chosen vehicle
- ⇒ the nr of Km travelled with that vehicle







The Inove mobile application interface. At the top, there are four large buttons: Viaggi (Trips), Shop, Acquisti (Purchases), and Lista (List). Below these are sections for 'La tua mobilità' (Your mobility) and 'Rispondi al questionario' (Answer the questionnaire). The 'Info e Supporto' (Info and Support) section includes links for 'Contattaci' (Contact us), 'Lasciaci una review!' (Leave a review!), and 'Sito' (Website). A circular button at the bottom right says 'Vuoi un passaggio?' (Do you want a ride?).



The Wetaxi mobile application interface. It shows a map of the city of Turin with a red line indicating a taxi route from 'AURORA' to 'Torino VANCHIGLIA'. The route is 27 km long and takes 8 minutes. Below the map, there are buttons for 'Palazzo dei Lavori Pubblici, piazza San' and 'Corso Belgio, 70D, 10153 Torino'. A 'CHIAMA UN TAXI' (Call a taxi) button is prominently displayed at the bottom. The bottom map shows the taxi's current location and nearby landmarks.



How to take part?

1



REGISTER

2



DOWNLOAD THE
APP

3



LOG IN

4



ANSWER TO
ONLINE SURVEY

5



START USING THE
APP TO MOVE IN
THE CITY



by sending an
email to
imove_torino@gm.com
and
communicating
the mobile
number you want
to connect to the
app
from 7th to 15th March

from 15th March, using
the link received

using your mobile
number

about your mobility
habits





WHAT'S NEXT?



Living Lab - Timeline





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