

Smart Solutions for Integrated Regional Mobility Services

The Finnish Innovation Fund Sitra together with Finnish companies and regional stakeholders have joined their expertise in a project experimenting with different ways of organising mobility services in less densely populated areas. The trials are enabled by the new Act on Transport Services, the Mobility as a Service technology (MaaS) and collaboration between public and private actors.

Background

Traffic causes about one fifth of the greenhouse gas emissions in Finland and the great majority of these emissions, more than 90 per cent, come from road traffic. The public funds used annually for the procurement of the passenger transport services total about EUR 1 billion in Finland.

The increasing costs and the emissions targets are huge challenges both for Finland and for the rest of the world as the attempts are made to give up fossil fuels and increase their more efficient use.

For example, to have any real chance of reaching the emission reduction targets, we need attractive and easy alternatives for driving one's own car everywhere from sparsely populated areas to densely populated cities and also in the transport between them.

New technologies, the innovative Mobility as a Service (MaaS) solutions and close cooperation between the public and the private sector may serve as a springboard for the development of the services.

Objectives

During the project, a new cost-effective technology platform that can be modified to serve different needs will be developed for the use of the participating and other regions in Finland (e.g. municipalities and counties).

All service providers offering mobility services and brokering them in the region can join this platform.

This way, it is possible to combine the management, brokering and optimisation of public transport and passenger transport services, and to combine journeys that customers have paid themselves and those that have been publicly subsidised.

As a result, different transport services ranging from publicly subsidised transport to taxis and shared transport will be better available to different user groups – they can be ordered and paid also through mobile applications. The number of services will be flexible and governed by demand. This forms the basis for an increase in the use of mobility services.

In the cooperation project, four companies work on creating a digital platform. Their work is based on the requirements set by the practical challenges and needs of three different pilot regions.

At the same time, co-operation between the public and the private sector is promoted. The project will thus create preconditions and lay the foundation for a cost-effective service model that can also be introduced in other regions. The platform is based on open technical interfaces, which enables its introduction also elsewhere in Finland and abroad.



PROJECT PARTNERS AND ROLES



Solutions for traffic information and current status information to the technology platform

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Browser interface used by the booking service centres, controlling the back-end system used in the management of publicly subsidised passenger transport services and planning the arrangements for the call centre service

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Impact assessments of the trials in the project, producing independent information on co-operation models and alternative ways of organising regional mobility to decision-makers

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User interface for ordering transport, the back-end system for the transport products and the solutions used for charging and pricing

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Back-end system for fleet management and combining and routing the journeys, responsible for the point of integration for the management of the different passenger transport services in the technology platform

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