



# SUSTAINABLE & SMART MOBILITY STRATEGY

## PriMaaS Event “MaaS S a European Perspective ”



SUSTAINABLE & SMART  
**MOBILITY STRATEGY**



Through the implementation of this strategy, we will create an irreversible shift to zero-emission mobility while making our transport system more efficient and resilient.

EUROPEAN COMMISSIONER FOR MOBILITY AND  
TRANSPORT ADINA VĂLEAN



European  
Commission | **Mobility and Transport**

**#MobilityStrategy**

# Introduction

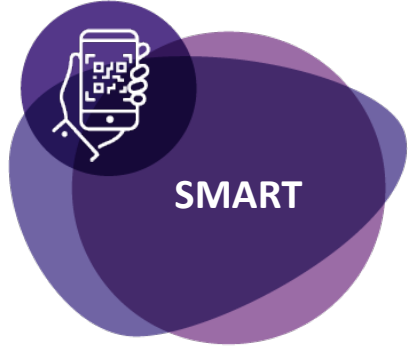
- The **European Green Deal** calls for a 90% reduction in greenhouse gas emissions from transport by 2050, to help the EU become the first climate neutral continent.
- To this end, the Commission announced a **Strategy for Sustainable and Smart Mobility** to be adopted in 2020.
- In the meantime, transport was amongst the sectors hardest hit by the **Coronavirus pandemic**.
- It has shown that we need to continue to work on the future of our European transport system so that it can quickly **recover from the severe impact of this crisis**.
- We need to set out **much needed reforms, policies and actions to support the sector**.

# The Strategy

Our vision for the future of European transport and mobility

## KEY ELEMENTS

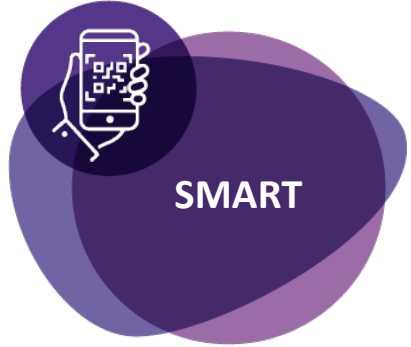
- **Three objectives:** making the European transport system more **sustainable, smart and resilient**
- **10 flagship areas** with key milestones
- **Action plan** with a list of concrete policy actions
- Comprehensive **Staff Working Document**



## FLAGSHIP AREAS

# Context of the initiative on MDMS

- **FLAGSHIP 6 - MAKING CONNECTED AND AUTOMATED MULTIMODAL MOBILITY A REALITY**
  - The revision of Delegated Regulation (EU) 2017/1926 for 2022;
  - An assessment of the need for a regulatory initiative on rights and duties of multimodal digital services for 2022 >> initiative on market challenges for the development of Multimodal Digital Mobility Services (MDMS).



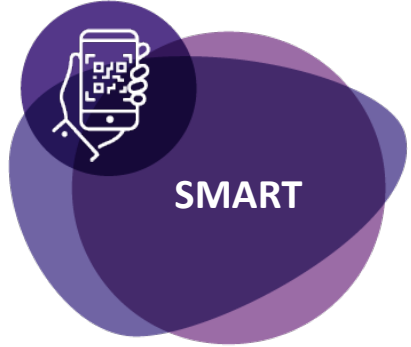
SMART

**FLAGSHIP AREAS**

## Objectives and problem drivers

- **GENERAL OBJECTIVE:**

- Increase the deployment and operational use of Multimodal Digital Mobility Services across the EU to enhance information and facilitate booking, payments and access to all mobility products for users.



SMART

## FLAGSHIP AREAS

- **SPECIFIC CHALLENGES & PROBLEM DRIVERS:**

- Unresolved issues related to accessibility and sharing of data supporting multimodal digital mobility services;
- Lack of a commercial framework for re-selling mobility products or selling on behalf;
- Difficulty to ensure that multimodal digital services do not adopt anti-competitive practices and support transport sustainability and accessibility objectives.

## NEXT STEPS

- **Revision of the Delegated Regulation 2017/1926 in Q3 2022.**
- **TBC New initiative addressing market challenges for multimodal digital services in Q3 2022**
- Expert group on multimodality for passengers in 2021.
- **In close coordination with on-going or upcoming relevant initiatives on multimodality** e.g Multimodal passenger rights; Digital Markets Act; TAP-TSI Implementing Act, Code of Conduct for Computerised Reservation Systems.



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**THANK YOU!**