

# Newsletter

#4



**PriMaaS**  
Interreg Europe





## Newsletter #4 - PriMaaS

Welcome to the Fourth Newsletter  
of

“PriMaaS - Prioritizing low carbon mobility services for improving accessibility of citizens” project!

The main purpose of PriMaaS project is to promote the integration of traditional modes of public transport with personal and innovative modes, creating equitable mobility services that are truly focused on citizens’ needs. PriMaaS aims to promote inter-organizational collaboration and build trust between key stakeholders such as transport authorities, mobility operators and service providers or consumer protection organizations.

In this newsletter, you can find recent interesting news and initiatives developed by the consortium.

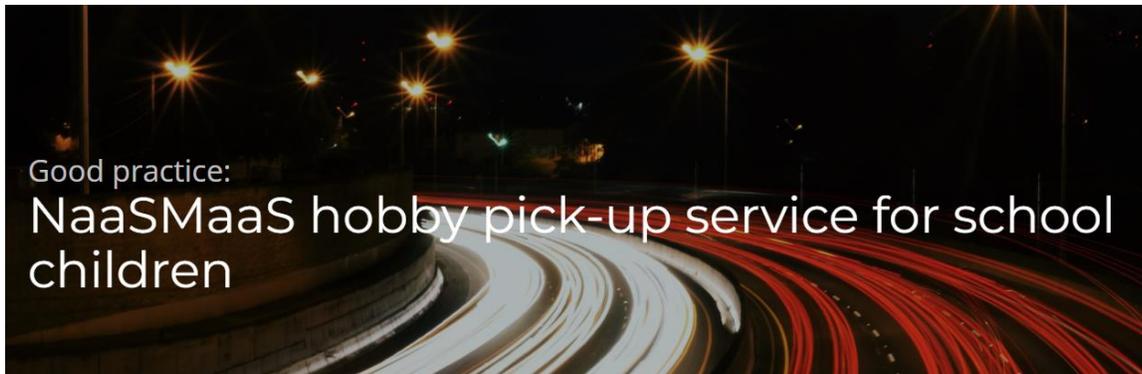
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## Good Practices

### NaaS MaaS hobby pick-up service for school children

June 2021 - Tampere, Finland

In June of 2021 in Tampere, Finland good practices were promoted for trying to solve the problems faced by 2,000 Tampere-based junior athletes using the principles of public/shared transport. The aim was to create a safe transport service between school and hobby places, increasing the time spent in family while reducing the car traffic. The NaaS MaaS pick-up service was developed and tested between 2019-2020. For 6 months in 2020, the expanded trial didn't reach the planned scale due to covid-19. However, the initial impacts were able to be verified for smaller numbers of users. The support of MDI Public Oy, WSP Finland Oy, City of Tampere, Ministry of the Environment, Tuomi Logistiikka Oy and different sport clubs was important to this joint mobility service concept for children.



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### Stockholm Public Transport offer one unitary multimodal ticket across large areas children

December 2021 - Stockholm, Sweden

Stockholm is a big urban area, being home to a quarter of all the workplaces in Sweden. The workers for these workplaces are drawn from the whole Stockholm area. Stockholm was built on several islands in the Baltic Sea and the great lake Mälaren, with bridges in between. It's not possible for all the workers commuting from homes in the suburban and rural areas to workplaces in the center of Stockholm to

travel by car across bridges between islands. Hence the Stockholm public transport system transports in total one million people on three million journeys per day. Having a public transport system that is attractive enough to compete with commuting by car, is seen a necessity for the economic viability of Stockholm area. Public transports run with a single ticket intermodal system over trains, boats, subways, and buses. One single ticket cost 37 SEK, ca 3,5 Euros being valid for 75 minutes.

Good practice:

Stockholm Public Transport offer one unitary multimodal ticket across large areas.

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## SIT FLEXI Intermunicipal demand responsive transport solution

December 2021 - Coimbra, Portugal

In a context of low density and high territorial dispersion, public transport can't cover 100% of rural areas. In these areas, public transport operates in most cases regardless of the low demand mainly to students, leading inadequate supply to a significant portion of the population. In these circumstances, any attempt to increase the coverage of the network is always associated with low demand rates, not adjusted to the typology of existing equipment, making it impossible to achieve an efficient service. The Intermunicipal Community of Coimbra Region implemented SIT FLEXI in two municipalities (Góis and Pampilhosa da Serra) as pilot projects in 2020. In 2021 the IT FLEXI solution was expanded to the remaining municipalities besides Coimbra. A demand-responsive transport solution of this nature has flexibility, depending on the needs of the population and the characteristics of the territory. SIT FLEXI has routes, stops, and schedules while also, the flexibility to adjust to give the best response to user needs.

Good practice:

SIT FLEXI Intermunicipal demand responsive transport solution

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## Policy Briefing



### Policy Briefing 3 - University of Applied Sciences Erfurt

August 2021 - Erfurt, Germany

Mobility as a Service (MaaS) is probably one of the most discussed concepts in the transport sector nowadays. The promise of an efficient, inclusive, and sustainable mobility service seems very tempting and is immediately associated with MaaS. But what is MaaS in general? According to the MaaS Alliance, MaaS is the fusion of different transport modes into one transport service through which different mobility services can be requested on-demand. The focus here is to aggregate these services, which are purchased separately by the MaaS provider and then re-issued as a package, for example in the form of a mobility budget. This principle means a move away from ownership-based and monomodal travel towards the use of different modes of transport that can be booked just in time from public and private providers.

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### Policy Briefing 4 - Timisoara

September 2021 - Timisoara, Romania

Sustainable Urban Mobility Plan for the Growth Pole Timisoara was approved by the Local Council of Timisoara by Decision no. 186 of 10.05.2016. The area of the sustainable urban mobility plan covers the Municipality of Timisoara and 15 communes from its neighborhood and refers to the period 2016-2030. Trying to reduce the negative external effects generated by the urban transport activity along with promoting strategies to reduce greenhouse gas emissions in the urban environment. The SUMP promotes low carbon dioxide strategies for all types of territories, for urban areas, including the promotion of sustainable multimodal urban mobility and the relevant mitigation measures, has emerged as priority following the identification of the needs urban areas are facing where the public space is overwhelmed by vehicles.

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## Webinars & Conferences

### PriMaaS | EU Green Week 2021

June 2021 - Online

PriMaaS Partners ITS Romania and eGovlab Stockholm University joint CIVINET Romania and Timisoara City Hall, for a two-day online conference on MaaS Solutions in prioritizing clean transport, on 2-3 of June 2021. The event had a dedicated space in the #EUGREENWEEK calendar as a partner event. The event brought results and experiences from two European projects: PriMaaS (Interreg Europe) - Prioritizing low carbon mobility services for improving accessibility of citizens and Civitas Eccentric Munchen, as well as the efforts of #Timisoara and #Stockholm in this field. The two-day online conference tackled the ways in which MaaS can accelerate the shift towards net-zero greenhouse gas emission cities. Novel approaches towards carbon neutral cities require innovative actions toward low carbon transport. MaaS is a quiet new topic for Romanian cities, and it's of great interest in the context of making our cities more livable, lowering the impact on climate, and improving local air quality with a direct benefit to public health.



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## MaaS - A European Perspective

June 2021 – Erfurt, Germany

Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand. Hardly any other element of the mobility world has received as much attention in recent years and months as the concept of MaaS. The ongoing discussions around the various areas continue to raise new and increasingly diverse questions: What is the EU's position on MaaS, is there an ideal operator model, what will be the impact of MaaS on travel behaviour and sustainable mobility?



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## Lead Partner at EWGT 2021 Conference

September 2021 – Timisoara, Romania

The Lead Partner team of the PriMaaS Project organized a special session at the EWGT 2021 Conference – Euro Working Group on Transportation Meeting – a conference organized with the aim to discuss the integration of Mobility as a Service in smart cities. Besides gathering several research teams that presented the latest developments on MaaS implementation, the PriMaaS project team presented the latest advances on the construction of the Project Baseline Assessment Report, namely the development of a new multidimensional indicator. With the proposed multidimensional indicator, the PriMaaS partners intend to improve the way stakeholders and users can assess technological performance and the societal contributions of the MaaS systems through a set of tangible indicators. The content and presentation of the contribution of all partners in the data collection can be found in the website library.

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## MaaS: Insights for Business

October 2021 – Erfurt, Germany

The University of Applied Sciences Erfurt, partner of the PriMaaS Project, organized lectures on 'International Case Studies on Transportation' in cooperation with the Bauhaus University Weimar. The first lecture was given by Dr. Ioanna Pagoni from the University of the Aegean in Greece, "Mobility as a Service: Insights for Business, Customers and Policies". In cooperation with the PriMaaS project, this was an excellent opportunity to disseminate the project among relevant stakeholders.



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## Policy Learning Platform on the road Customers, and Policies

October 2021 – Timisoara, Romania

On 19th October 2021, the PriMaaS Project Lead Partner participated in the online event "Tackling green policy challenges: The value of interregional cooperation for Portuguese Regions". This event was part of the 'Policy Learning Platform on the road' initiative that brings together public authorities from across Portugal and focus on tackling green policy challenges. The event was a great opportunity to learn about the Interreg Europe programme and how Portuguese Regions can become greener and resource-efficient benefiting from Interregional cooperation. At the end of the event, representatives of the Lead Partner of PriMaaS had the opportunity to discuss current policy challenges on sustainable mobility for the next funding period with the policy learning platform.

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## Regional Stakeholder Group Meetings

### 4<sup>th</sup> Regional Stakeholder Meeting – Flexible Transport on Demand in the Coimbra Region

January 2022 – Coimbra, Portugal

The Intermunicipal Community of Coimbra Region, partner of the PriMaaS project, organized a regional meeting dedicated to the theme: "Flexible Transport on Demand in the Coimbra Region". This event took place on January 18, 2022, at 11:30 am in the municipality of Mira (Mira Center Incubator) and aimed to publicly present the Flexible Transport on Demand in the municipality of Mira, presenting for this purpose the solution defined for the municipality.



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### 4<sup>th</sup> Regional Stakeholder Meeting – Regione Liguria e TTS Italia

January 2022 – Liguria, Italy

The 4<sup>th</sup> Regional Stakeholder Meeting organized by PriMaaS partners: Regione Liguria e TTS Italia took place online on 31st January 2022. The main topics on the agenda were: PriMaaS Project: the Action Plan construction approach and process & The digitalization of transport: experiences a comparison and food for thought.



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## 🌱 Interregional Exchange of Experience Event

### 6<sup>th</sup> Main Interregional Exchange of Experience Event, Aveiro

January 2022 – Online, Aveiro, Portugal

It is with great pleasure that the project announces the completion of a very successful Interregional Exchange of Experience event with the participation of several international speakers that allowed a great discussion about #mobility, as well as the development of new synergies with several Interreg Europe projects. The event took place online during the afternoons of the 26<sup>th</sup> & 27<sup>th</sup> January.

For two days, partners had the opportunity to dive into the thematic synergies that connect PriMaaS and CISMOB projects, both led by the Lead Partner, Universidade de Aveiro. The sessions included two Thematic Conferences and two Building Capacity Workshops. This event was disseminated via PriMaaS social media channels, where you can connect on [Twitter](#) and check more details about the speakers and the projects.

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Orla McCarthy, International Transport Forum  
The Main Interregional Exchange of Experience Event

**PriMaaS**  
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Elisa Conticelli, Match-Up Project  
The Main Interregional Exchange of Experience Event

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Jorge Brito, CIM Coimbra Region  
The Main Interregional Exchange of Experience Event

Low-carbon economy

Low-carbon economy

Low-carbon economy



## Meetings



### 7th Steering Group Meeting

January 2022 – Online, Aveiro, Portugal

Universidade de Aveiro as the Lead partner of PriMaaS, organised the 7<sup>th</sup> project meeting, on January 28<sup>th</sup>. Due to the current restricted measures in several partners countries, this meeting was held online. The main objective was to update the partners on recent project developments in the Mid-term Review & Action Plans preparation and an overview of the project's results so far. The consortium also planned the submission of the 5<sup>th</sup> Progress report as well as discussing organizational issues, finances, communication matters and the development of upcoming events.



## Contact Information

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