

Newsletter

#5



PriMaaS
Interreg Europe



Newsletter n.5 - February 2022 - July 2022



Newsletter #5 - PriMaaS

**Welcome to the Fifth 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.

[+ Information](#)

PriMaaS | Exchange of Experience event in Edinburgh 2022

April 2022

PriMaaS Partners SEStran organized the first in-person PriMaaS event since the start of the pandemic, welcoming the European project partners to Edinburgh, for a two-day conference on 4-6 of April 2022. The event was divided into two sessions, starting with a session about The Link Between MaaS and Place where the focus was on the integration between physical and digital infrastructure, 20-minute neighbourhoods, spatial planning and effective policies to integrate MaaS. The aim of session 2, was to discuss non-technology elements that are important to support the delivery of MaaS programmes.



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PriMaaS | 1st Staff Exchange TTS ITALIA - UNIVERSITY OF AVEIRO

April 2022

Due to all the restrictions on the movement of people during the outbreaks of the COVID-19 pandemic, the PriMaaS staff exchange programme had to be adjusted and only now it was possible to proceed with the in-person cooperation. TTS Italia was the first partner to host a staff exchange. Following the Edinburgh interregional event, Sofia Suarez from the University of Aveiro participated in a three-day meeting of exchange of experience in TTS Italia headquarters. The main goal was to improve the development of the action plans in PriMaaS regions by having a better knowledge of what users value most in MaaS bundles, regional-specific impacts on travel behaviour, differences in design outcomes between products and potential impacts to lowering mobility environmental impacts. Check out more by clicking on the link below.



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PriMaaS | Staff Exchange: Visiting eGovlab

May 2022

Stockholm University, under PriMaaS Partner eGovlab, hosted and promoted a three-day staff exchange with the Lead Partner - the University of Aveiro, Intermunicipal Community of Coimbra Region, Erfurt University of Applied Sciences, and SEStran. This meeting was full of activities in which the PriMaaS Partners had the opportunity to discuss and learn about many initiatives that the advisory partner has been implementing in Sweden for more sustainable mobility. There was a session on Innovative citizen-oriented solutions at eGOVlab, followed by networking, sharing experience and discussions. Later, the workshop “On DRT solutions for suburban and rural areas” was very important to focus on smart mobility in low-density areas. There was also a collaborative seminar with ITRL on good practices: “Integration of non-conventional transport modes in urban mobility”, in which the participants shared their experience on different solutions for satisfying travellers’ needs.



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PriMaaS | Participation in Workshop of the Policy Learning Platform & Co-creation of mobility plans

June 2022

From 28th - 29th June, the Interreg Europe Policy Learning Platform organised a thematic workshop in Thessaloniki, Greece, under the topic “”. The main topic of this event was to explore the challenges of encouraging citizens to make low-carbon transport options, and how to better include them in planning processes to ensure that interventions meet their needs. The event gathered around 50 participants from different European regions. The PriMaaS Project was represented by Jorge Bandeira and the research fellows Sofia Suárez and Beatriz Fernandes, from the University of Aveiro. Prior to this event, the PriMaaS Lead Partner asked the collaboration of the Policy Learning Platform to organise in the thematic workshop a matchmaking session on the topics addressed by the PriMaaS Project, in particular, related to mobility planning and co-design of MaaS bundles. Questions as:

- 1) How can we design attractive MaaS bundles to please different target groups in different regions with different needs?
- 2) How can we ensure that the mobility offers are environmentally friendly? What are the specific incentives to reduce the carbon footprint per passenger-km?
- 3) How can we ensure the success of the MaaS business? What are the incentives to be economically viable?

Find out more about this session and check the follow-up materials available on the links below.

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Regional Stakeholder Group Meetings



4th 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". The 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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5th Regional Stakeholder Meeting – Smart Ticket Liguria

May 2022 – Liguria & TTS Italia, Italy

Regione Liguria and TTS Italia, partner of the PriMaaS project, organized the 5th Regional Stakeholder Meeting took place online on the morning of June 7th. This meeting is dedicated to the theme: " Smart Ticket Liguria" action plan and future objectives to be accomplished.

To see the agenda, please click in the link below.



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5th Regional Stakeholder Meeting in Portugal - University of Aveiro

June 2022 - Aveiro, Portugal

Universidade de Aveiro as the Lead partner of PriMaaS, in collaboration with the inter-municipal community of Coimbra organized the last regional stakeholders meeting of the first phase of the PriMaaS project on June 20th. This meeting was dedicated to study the best way to create and manage MaaS bundles truly effective from the point of view of behavioral change. Authorities and ICT sector operators will be invited to enhance ideal mobility bundles in the Centro region (Aveiro and Coimbra). The aim was to bring together the various stakeholders and reach a platform of understanding on the future deployment of a true regional MaaS system with positive effects on city accessibility, carbon footprint reduction and economic sustainability.

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5th Regional Stakeholder Meeting - Tampere

May 2022 - Tampere, Finland

On 30th May 2022 Tampere Region had the last stakeholder meeting with 10 participants representing the City of Tampere, Nysse, Business Tampere, Tuomi Logistics, Centre for Economic Development, Transport and the Environment (state-owned), Transport Research Centre Verne and the Council of Tampere Region. The first session was an overview on research and ongoing projects in the Transport Research Centre Verne of Tampere University.

Then, Business Tampere highlighted the current projects related to smart mobility and MaaS. They reported on experiences from the partner meeting organized in Edinburgh in April. The regional action plan resulting from the PriMaaS project, in which the policy instrument under development was still changed during late spring, was also presented. The new targeted policy instrument is the Tampere Region Regional Programme including S3 (2022-2025). PriMaaS project has strongly influenced the workings of the programme and its missions. During PriMaaS Phase 2, the implementation of the programme will be followed and monitored.



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5th Regional Stakeholder Meeting – Italy

June 2022 – Liguria & TTS Italia, Italy

On 7th June 2022 the fifth Italian Regional Stakeholder Meeting took place online with the aim to share the project results with local stakeholders and to widen and increase the exchange of experiences within the different MaaS realities. The Action Plan of Regione Liguria and TTS Italia was then studied, with particular reference to the main objectives and actions that will be implemented during phase 2 of PriMaaS, which will start in August 2022. The project activities will be implemented by Liguria Digitale on behalf of Regione Liguria, also involving the main public transport companies in Liguria, which have signed a memorandum of understanding to implement the project's objectives.

The second part of the event saw specific contributions from invited stakeholders to increase the effective exchange of knowledge on the topic of MaaS in the different local realities. The concluding phase of the meeting was dedicated to the MaaS4Italy initiative represented by TTS Italia.

To get more details about this event, please click in the link below.

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Other news



7th Steering Group Meeting

January 2022 - Online

Universidade de Aveiro as the Lead partner of PriMaaS, organised the 7th project meeting, on January 28th. 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 context of 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 5th Progress report as well as discussing organizational issues, finances, communication matters and the development of upcoming events.



PriMaaS | First PriMaaS Publication is OUT!

March 2022

The PriMaaS Partners announced that the first PriMaaS publication is out as an abstract intitled "Multidimensional Indicator of MaaS systems Performance". Speaks about the concept of MaaS as a new way of managing urban and regional Mobility and facilitating the reduction of dependence on the individual vehicle. To read the article, please click in the link below.



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PriMaaS | Enabling Mobility as a Service

March 2022

The PriMaaS Partners announced that the project has been featured on the Interreg Europe Website with an interview from Jorge Bandeira, Lead Partner, University of Aveiro, Portugal. The main topics are improving urban mobility and reducing its environmental and health impacts across Europe while seeing Mobility as a Service (MaaS) recognized as a potentially important contributor to this transition. To read the article, please click in the link below.



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PriMaaS | Exploring relevant factors behind a MaaS scheme

April 2022

The PriMaaS Partners announced that the second PriMaaS publication is out as an abstract intitled “Exploring relevant factors behind a MaaS scheme”. Speaks about the concept of MaaS as a newly emerging concept that is mainly focused on user mobility needs. To read the article, please click in the link below.



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PriMaaS | Urban Mobility on the news

April 2022







Jorge Bandeira from the University of Aveiro, as coordinator of the PriMaas Project, was invited by the MOB Magazine to an interview about urban mobility applications and envisioned solutions. Innovation in mobility is proceeding at a fast pace, and it is important to share information on the mobility offers so that citizens can better plan their journeys. Find out more on the link below.

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PriMaaS | New Multidimensional MaaS Indicator Online

April 2022

Following the interregional cooperation process, the PriMaaS consortium found that it was difficult to perform a comparison of MaaS schemes only based on the level of integration of services or the level of technology available. Thus, the PriMaaS Partners conceived and developed a new tool that provides a broader set of measures that can be used to evaluate and compare MaaS platforms. The new tool is called Multidimensional Indicator of MaaS systems Performance, is based on three dimensions (coverage, functionality, and sustainability), and is publicly available on the PriMaaS website. This can be relevant 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. Click on the link below to find out more about this!

Coverage		Functionality		Sustainability	
					
Geographic area	Multi modality	Integration of services	IT personalization	Environmental policy	Social cohesion policy

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PriMaaS | PriMaaS project highlighted in Portuguese Public TV


April 2022

The PriMaaS project was highlighted in the RTP program Biosfera on urban mobility challenges as being unique in its field, in particular for being focused on interregional knowledge sharing that assumes that new technologies and mainly the concept of mobility as a service do not have to be considered complex. There is no doubt that cities are flooded with cars and there is a need to curb traffic-related negative impacts. This requires an improvement in strategies to promote soft mobility. In fact, there are several measures already being implemented, such as coexistence zones, zones 30, and low-emission zones. Many advancements can be put in place especially preparing the city centres for soft mobility. There is a multitude of benefits for a wide group of stakeholders, including citizens. The PriMaaS consortium believes that the future of mobility lies in the widespread use of new technologies and mobility services adjusted to citizens' needs.

Watch the interview, by clicking on the link below.

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Contact Information

-  [Interregeurope.eu/primaas/](https://interregeurope.eu/primaas/)
-  project@primaas.pt
-  [/interregeurope.primaas](https://www.facebook.com/interregeurope.primaas)
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