



WALCC

World Alliance for Low Carbon Cities

» *Newsletter*
08/2017

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Mobility as a Service - Development Workshop



The Transformation of Transportation

In September 2015, Daimler announced that the digital transformation will drive the development of driveline electrification and autonomous driving and that Mercedes-Benz was transitioning from car manufacturer to networked mobility provider. This statement provided the foundation for the World Alliance for Low Carbon Cities and two of its founding members, Valmet Automotive and Synocus Group, to submit an application for a Tekes ecosystem development effort related to Mobility as a Service (MaaS) in April 2017.

The ongoing transformation in transportation is shaped by new technologies and new business models. For the mobility transition to materialize in full, several technologies, such as 5G, electrification, and autonomous driving, must be in place. This will then result in new types of business models, often with a strong integration between public and private service providers.

Building Ecosystems

Successful ecosystems share three main characteristics:

- The initial vision and the framing must have enough potential to attract several organizations to engage in in-depth collaboration to develop new knowledge and initiate demonstrations and pilots that will support the businesses of the participating organizations.
- Anchored in an in-depth, trustful relationship between the ecosystem orchestrator and the participating organizations, the network should be established step-by-step.
- The detailed content and action plan for the collaboration must be iteratively developed based on the complementarity and the synergies of the participating organizations.

Common Area of Interest

Interviews carried out thus far reveal that there is a need to develop both technologies and services. Examples of comments supporting this are:

- *The field of smart mobility is part of our vertical focus area Transportation.*
- *Our development covers all forms of transportation as well as industrial equipment and machines (i.e. in mining, lifting and loading, etc.) and explores potential applications of wireless technologies in supporting the development of new forms of autonomous or robot-assisted transportation.*
- *It is important that the development of MaaS in Finland doesn't become too narrow. Both transport of goods and people are relevant issues. In both categories, the same technology developments such as mapping technologies, 5G, algorithms for autonomous vehicles, electrification of vehicles, and material technology are driving the development.*



synocus



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Towards a New Finnish Ecosystem

The WALCC supports the transformation of transportation in Finland and will organize a workshop to further develop ideas for a proposal regarding Mobility as a Services to be submitted to Tekes by the end of September 2017. The workshop will take place on September 12th, starting with lunch at 12.00.

Autonomous Vehicles and MaaS

Rake Hall, Hotel Klaus K, Bulevardi 2-4, Helsinki

September 12th, 2017

12.00	Lunch
13.00	Welcome and introduction Jussi Hulkkonen, WALCC
13.10	Catalyzing MaaS: what we have learned this far Taina Haapamäki, FLOU
13.45	The potential of Finnish ITS expertise in a global context Marko Forsblom, ITS Finland
14.00	Location-driven data solutions as a platform for innovation Mika Rytönen, HERE
14.15	Transport innovation; how ABB can support Finnish ecosystems Peter Lindgren, ABB
14.30	The future of smart mobility; how to engage users Sami Sahala, Forum Virium
14.45	Supporting Finnish excellence in transportation Karin Wikman, Tekes
15.00	Incentives and enablers for transport transition; the role of government Krista Huhtala-Jenks, MinTC
15.15	Small group discussion: Towards a MaaS roadmap 2018-2020 (Coffee and refreshments served)
15.45	Small group presentations and group discussion
16.30	Towards the AVM 2018-2020 program, next steps
16.45-17.00	Networking

Please join us to ensure that Finnish companies that have developed strengths in the fields necessary to realize MaaS will become global forerunners in the coming years. The workshop will discuss a vision, roadmap, and action plan for a three-year ecosystem building program, AVM 2018-2020, supported by Tekes. In this workshop, you can influence the plan of the coming program!

Please register for this event as soon as possible but no later than September 5th (as there is limited space available) by contacting either Taina Haapamäki (+358 50 377 8123, taina.haapamäki@flou.io) or Jussi Hulkkonen (+358 9 622 62 629, jussi.hulkkonen@walcc.org). You will also find more information on the WALCC's website: www.walcc.org.

13th WALCC Forum: "Sustainable Silk Roads" - Low-carbon Implementation of China's Belt and Road Initiative

Place: McEwan Hall, University of Edinburgh, Edinburgh, Scotland

Time: 4th & 5th of October, 2017

Themes: Energy, Green Buildings and Infrastructure,
Smart Data and Mobility, Water

Registration now open at walcc.org

