

Rail as the Backbone of Door-to-door Mobility

Innovation Workshop October 18, 2022

Hybrid event
EY Wavespace, Via Lombardia 31, 00187 Rome
and online

What does it take to provide a seamless door-to-door mobility experience across transport providers and modes?

What are the key business, operational and technical challenges and how to overcome them?

Which role for rail operators in MaaS?

We will cover how technology is transforming consumer behaviours, travel experiences and the travel ecosystem.

We will focus on how rail operators can play a key role in enabling door-to-door journeys across borders through collaboration within the rail industry and with other providers, including airlines and public transportation operators.

We will provide an overview of new digital solutions that can help overcoming the fragmentation of operating models, technical standards and systems.

You will gain a better understanding of the market trends and of the solutions that can be applied to make a difference in your context.

Workshop objectives

- ✓ Learn about key solutions to enable **door-to-door mobility services**
- ✓ Attend **breakout sessions**, conducted in a digital collaboration workspace
- ✓ Contribute with your colleagues to **ideate how to make an impact** on passenger rail



Understand innovative mobility paradigms like Mobility as a Service and Demand Responsive Transport



Learn how dematerialisation reduces the dependencies from legacy equipment, offers more flexibility and opens new opportunities



Get an overview of how data analysis can provide unprecedented insights on mobility demand



Get an update on UIC collaboration with IATA to establish interoperable Air+Rail international standards



Learn about use cases and how they can be enabled in practice



Contribute to the envisioning of quick wins as well as strategic directions for rail industry role in door-to-door and MaaS



Generate ideas on international initiatives that the rail industry should put in place

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