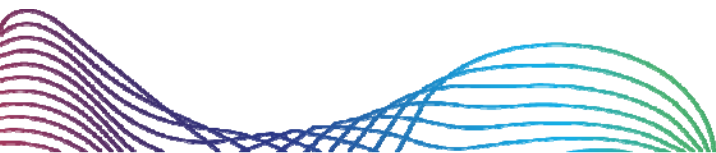
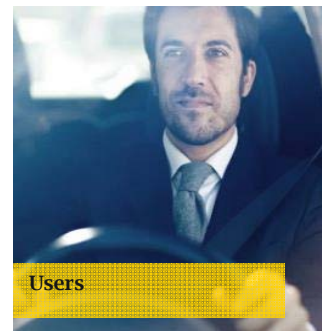




DEVELOPING SMART MOBILITY FOR ALL

Jacob Bangsgaard
CEO, ERTICO
06-11-2019

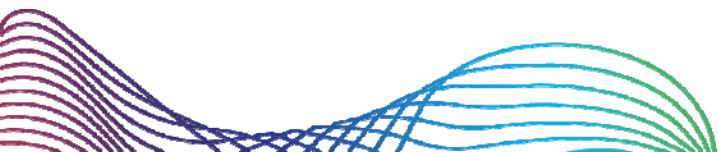
ERTICO is bringing
120 Partners together
from 8 sectors
to make mobility
**cleaner, safer and
more efficient.**



Insight Paper

Making Europe's transport smarter with innovative technologies

- 1. MaaS (Mobility as a Service)**
- 2. Electro mobility and renewable resources**
- 3. Connected, Cooperative and Automated Mobility**
- 4. Urban air mobility**
- 5. Traffic efficiency**
- 6. Innovation driven re-regulation and governance**



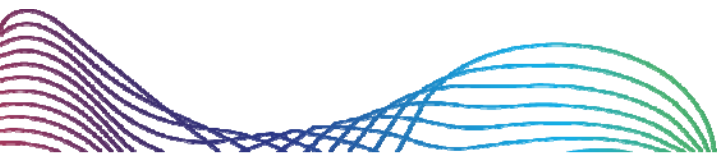
The Internet of Mobility - for people and goods

- Connected
- Automated
- Digital
- Multimodal
- Secure
- Electric
- Cross-border
- On demand
- User-centric
- Inclusive



Challenges

- ❑ Transformation from standalone to cooperative, connected and automated systems and services
- ❑ Integration of next generation networks and connectivity
- ❑ Data privacy, security and sharing
- ❑ User acceptance and trust
- ❑ All inclusive and user centric



CHALLENGE

CHANGE

SHAKE UP

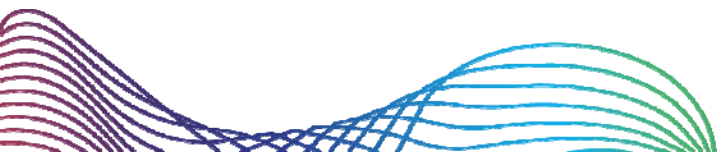
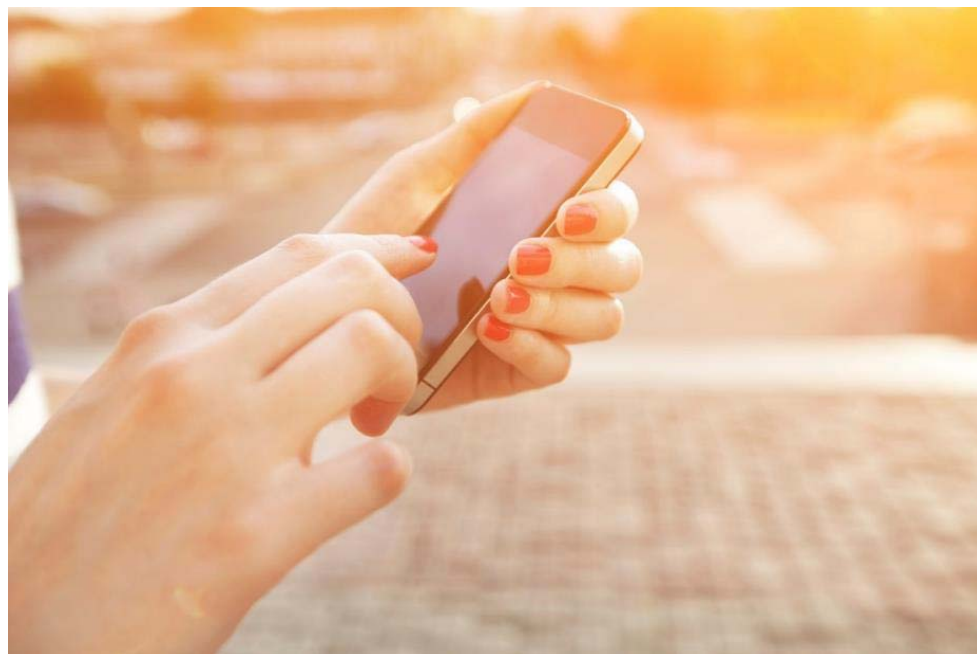
DISRUPT!



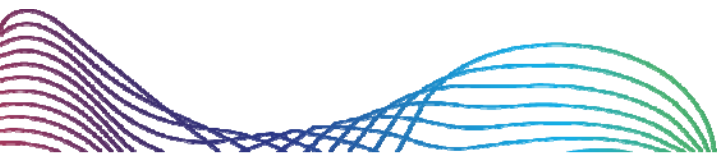
Mobility

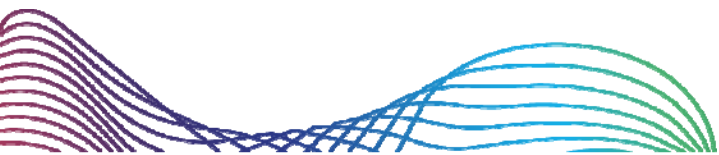
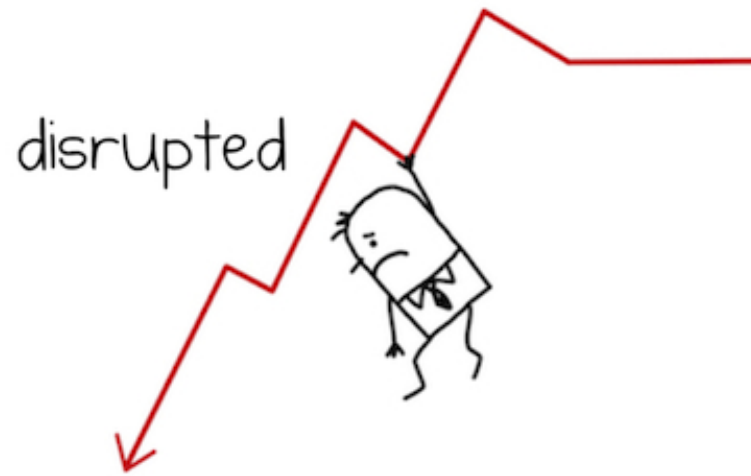
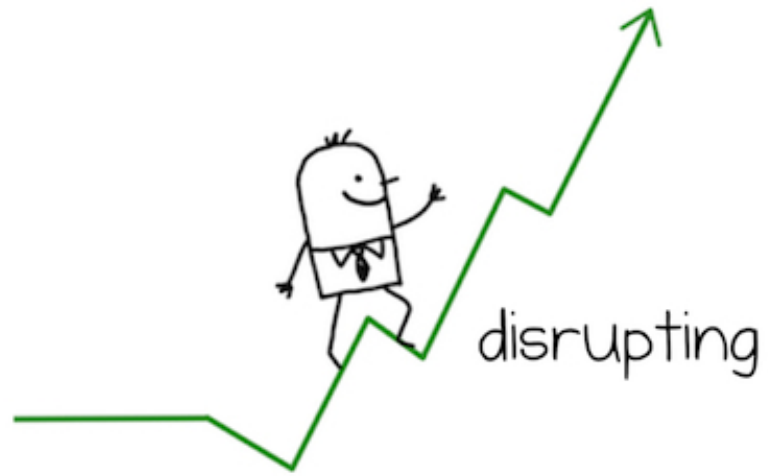


As a service

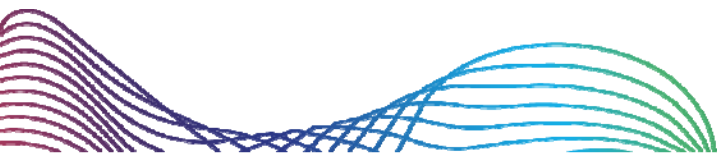


Convenience and last mile solutions



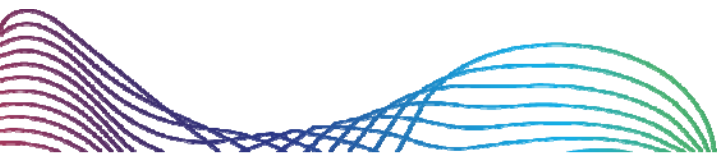


Re-regulation needed



Preconditions for changing provider behaviour

- Adequate infrastructure – physical and digital
- Political will
- Re-regulation
- Incentives
- Ecosystem – integration and sharing



What is next?

