

The road ahead: New Mobility Services

[\(link\)](#)

Enablers

- Involvement of public authorities in the early stages of deployment
- Development of new business models
- Experimental programs on the most promising use cases inc. long-term trials
- Harmonisation of frameworks and regulations on data sharing, procurement procedures, and to constrain by-effects

Big Data & AI



Challenges

- User acceptance and willingness to share trips
- Existence of data sharing platforms
- Identify sustainable business cases
- Control the urban sprawl
- Gain citizens' confidence
- New governance and partnerships for integration in MaaS platforms

User acceptance

Big Data & AI

Impact assessment

Objective

- High quality services for all users
- Economic viability for all stakeholders
- Smooth integration in cities SUMP

Blocking challenge

- Existence of vehicle fleets for testing
- Harmonized frameworks and regulations

In vehicle enablers

Safety validation

Policy & regulatory needs

