

PROGRAMME

Mobility as a Service What it means for the rail customer

Wednesday, 6 November 2019 | 18:30 - 21:00
Thon Hotel EU (Rue de la Loi 75 - 1040 Brussels)

18:00 Registration & welcome drink

18:30 Opening by moderator

Libor Lochman, CER Executive Director

Keynote speech

Maria Rautavirta, Director of Data Business Unit, Finnish Ministry of Transport and Communications

Impulse speech

Delphine Grandsart, Research Officer, European Passenger Federation

Panel discussion

Ismail Ertug, MEP (S&D, DE), Transport and Tourism Committee

Elisabeth Werner, Director Land Transport, European Commission

Nadia Hadad, Executive Committee Member, European Disability Forum

Carlo Borghini, Executive Director, Shift2Rail

Rolf Jansson, President and CEO, VR Group

Closing remarks

20:00 Walking dinner

Event background

The **growth in customer expectation and usage of the rail network** means that digitalisation is necessary to improve the quality of services, information provision, and ease-of-access for both passenger and freight customers. **Digital-based business models such as Mobility as a Service (MaaS) can help to increase options for travellers**, whilst supporting the shift towards more sustainable transport modes.

As the new European Parliament and the Council strategic priorities clearly indicate, the **environment will be a key topic on the European Agenda in the next five years**. As the most environmentally sustainable form of transport, rail needs to be a key component of these discussions. The expected capacity and productivity gains from investments in MaaS and other digital technology mean **the digital transformation of the railways may provide Europe's best chance of reducing its transport emissions** while continuing to improve customer experience.