

CIVITTA

Smart Mobility Trends & Opportunities

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"The Catalyst for New Economy"

CIVITTA

The Challenge^r Advisory

19

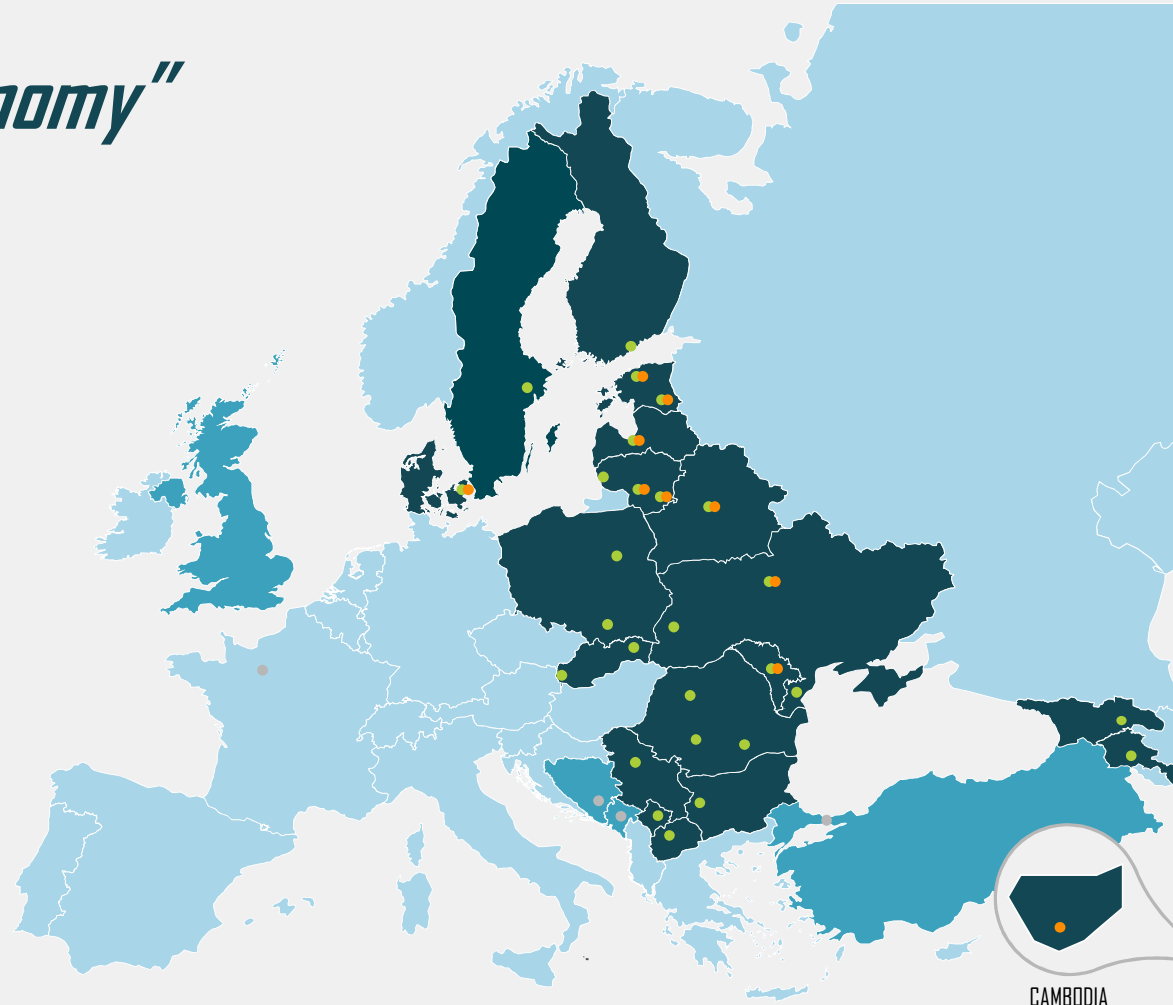
COUNTRIES

32

OFFICES

580+

EMPLOYEES



\ WE HELP OUR CLIENTS GROW & INNOVATE



GROW

STARTUPS



TRANSFORM

CORPORATIONS



SUPPORT

PUBLIC
ORGANISATIONS



STRENGTHEN

UNIVERSITIES,
R&D INSTITUTIONS

CIVITTA

\ WE HELP OUR CLIENTS GROW & INNOVATE

STARTUPS



CORPORATIONS



ECOSYSTEM



UNIVERSITIES/R&D



CIVITTA

+ MANY MORE

\ EIT URBAN MOBILITY HUB IN SLOVAKIA

CIVITTA



Solving the mobility challenges facing our cities
together



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\ CONNECTING MOBILITY STAKEHOLDERS AROSSTHE EU

Industry

Automotive & Transport



Insurance



Retail & Logistics



Energy



Engineering & Consulting



Software Integration Solutions



Soft & Hardware Technologies



Start-up / Scale-up / Accelerator



CIVITTA

EIT Urban Mobility cities

Gemeente
Amsterdam

Ajuntament
de Barcelona

toulouse
métropole

EINDHOVEN

Hamburg

Helsinki



Landeshauptstadt
München



Stockholms
stad



Universities / Education



Knowledge institutes / RTOs





1. WHY SHOULD WE CARE?

2. THE TRENDS

3. HOW TO MOVE FORWARD

1. WHY SHOULD
WE CARE?





70.9% of
Europeans live
in cities

50% in 1950
83.7% in 2050

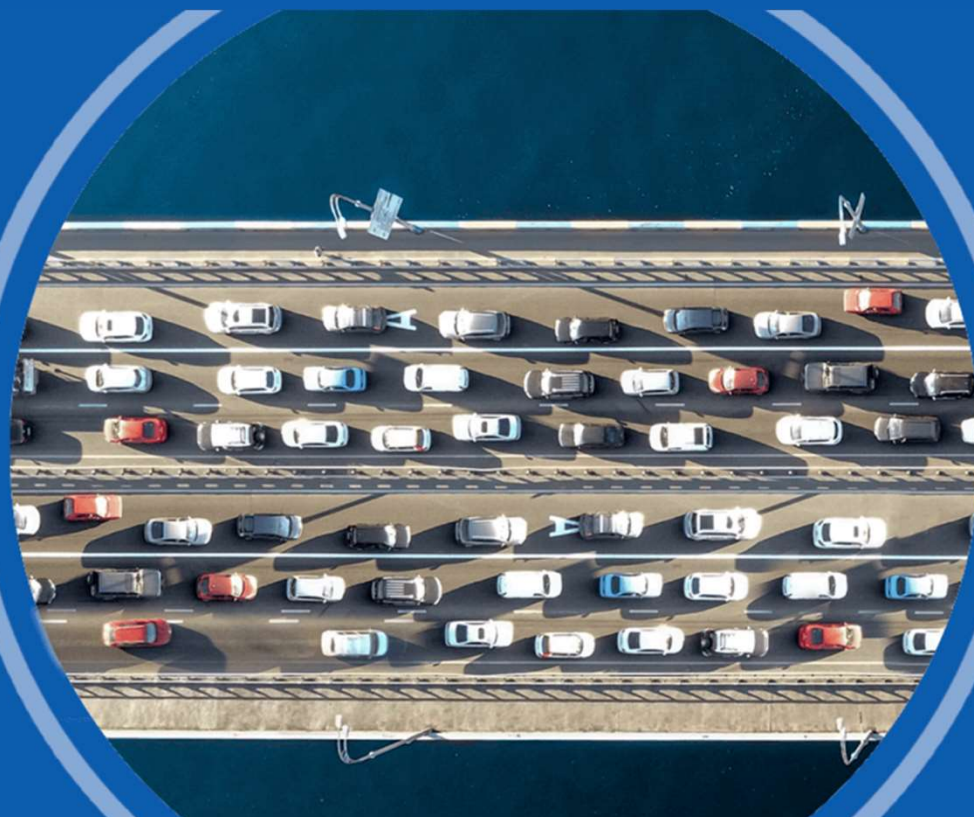


Target of EC to
cut emissions by
55% by 2030



We are still too
much car
dependent and
slow to change

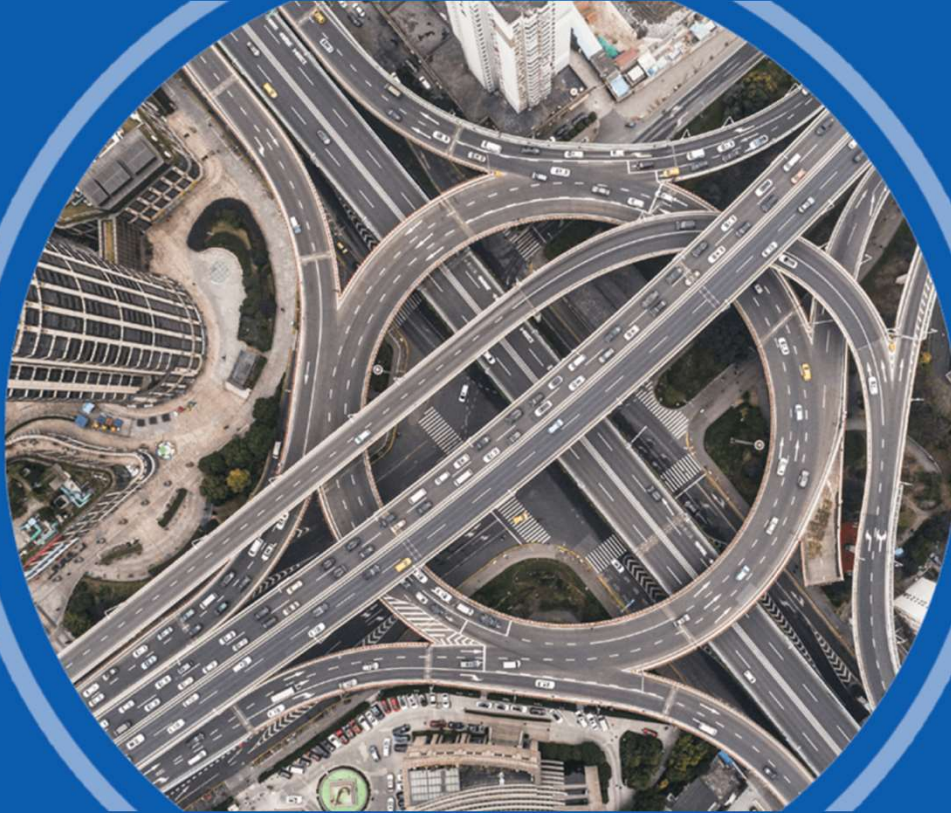
(!) 759 cars / 1,000 in
Bratislava
vs 374 in Vienna



23%

of Europe's GHG
emissions are
produced by transport

Vehicles are the biggest cause
of air pollution in our cities.
We need to accelerate the transition
to low- and zero- emission forms
of transport



50%

of public space is
taken up by roads

Today cities are built for cars
not people. We need to reclaim
urban spaces for people to live,
work, meet up and play in



67%

of road accidents
happen in cities

Most fatal or serious traffic
accidents involving vulnerable
road users in the EU happen
in urban areas



1 year

year of our lives are
spent commuting

More efficient transport and less
time commuting can reduce
pollution in cities and improve
people's quality of life



€ 130 bn

EUR / year lost
due to congestion

We need to change urban travel
patterns, increase the efficiency
of the transport system
and further encourage the shift
to lower emission transport modes

2. THE GAME CHANGERS





Less Driving 51% -
> 46% by 2030

Better Driving
electric, shared
-> impact on
infrastructure

Source: Kantar



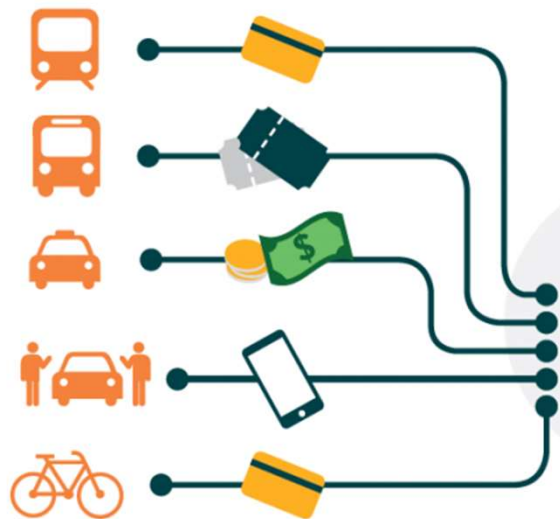
More (e)bikes

The cost of 1km in car costs the city 0.3-0.4 EUR.

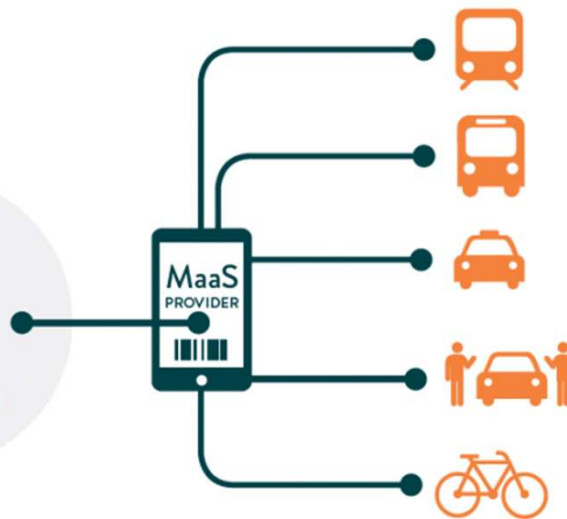
The benefit for society is 1 EUR.

Source: Dutch Ministry for Transportation

CURRENT SITUATION

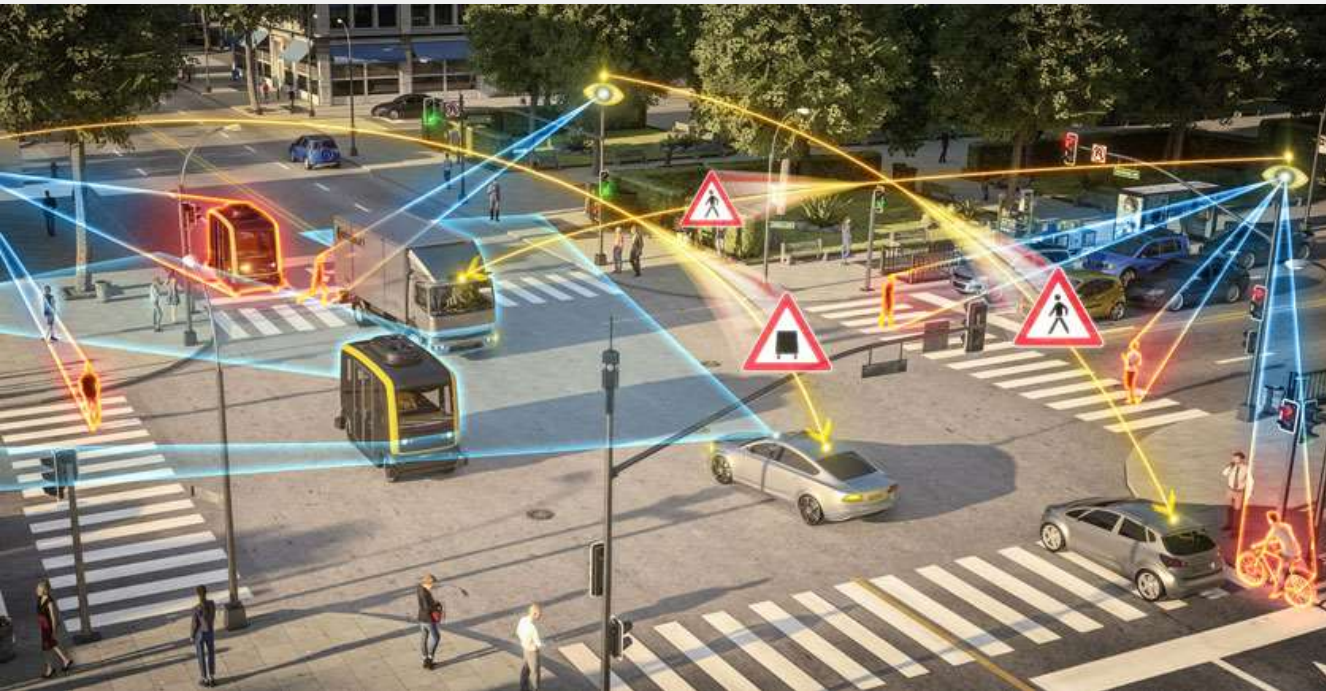


MaaS MODEL



MaaS – Mobility
as a Service

Car is used 4% of
time



Digital & Smart

Optimized way to get
from A to B



Regulation & Incentives

EU Urban Mobility Framework

Fit for 55 package – push on zero-emission vehicles

Framework
R&I Support

Net Zero 100 Cities

+ Many more

\ THE PROBLEM: LACK OF INTEGRATION

- Lack of integrated urban mobility & space **strategies** for cities
- **Fragmentation** and silos
- Slow adoption of **regulations**
- Lack of interdisciplinary **talent**
- Slow behavioral **change**



3. HOW TO MOVE FORWARD



\ FROM 250 TO 9 "CHALLENGE AREAS"



Future mobility



Mobility and energy



Pollution reduction



Mobility for all



Sustainable city logistics



Creating public realm



Active Mobility

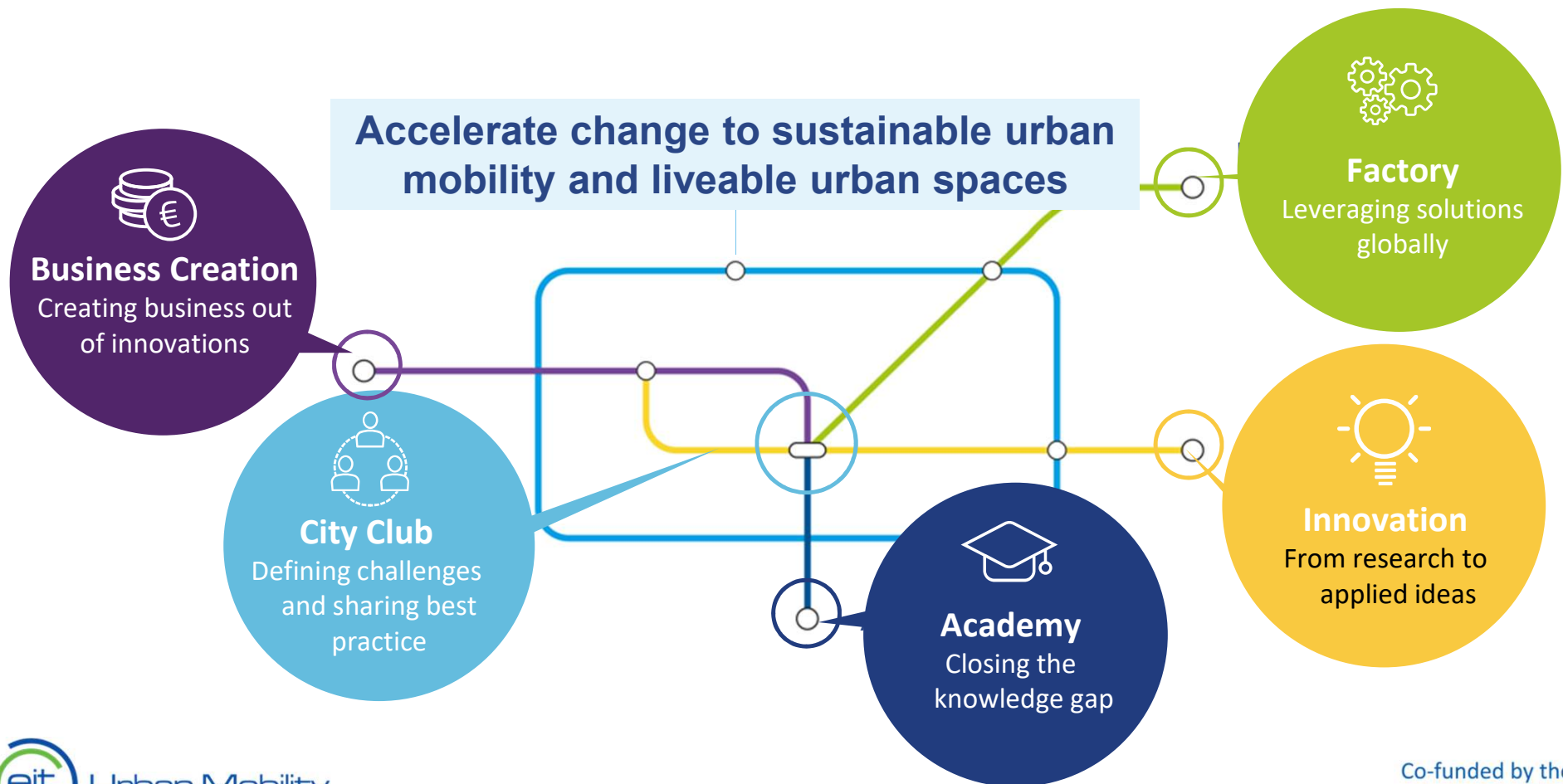


Intermodality



Mobility infrastructure

EIT Urban Mobility: 5 integrated programmes - ONE Mission





We engage:

City challenges are in the centre of everything we do. We **stimulate behavioural** change that benefits people and cities, by engaging **citizens and transport users** from the word go.



We connect:

We bring all key players in urban mobility together and encourage them to **co-create**. We aim to align solutions with the values and needs of society and to **break down the silos** between the actors.



We accelerate:

We boost the **competitiveness** of Europe's urban mobility industry by facilitating new business ideas and **innovation**, highlighting market **opportunities** and encouraging the appearance of **new business models and players**.



We educate:

We work on **closing the knowledge gap** on urban mobility through **challenge-based training** aimed at **students and professionals** using the latest education **methodologies** across disciplines and sectors.

\ EXAMPLE 1: PILOT WITH BRATISLAVA (RAPTOR)

RAPTOR 

Resilient & Sustainable Urban Plan

Helping Bratislava improve its climate resilience and
increase the share of active mobility

Bratislava, Slovakia



BRATISLAVA



BitaGreen
green assurance solutions

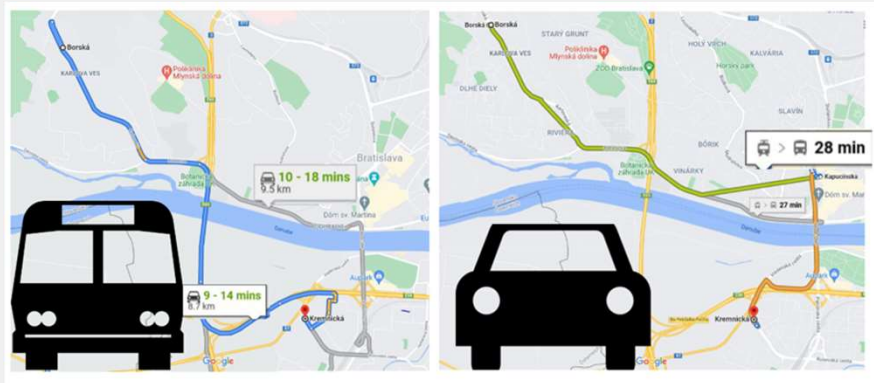


eit Urban Mobility



Co-funded by the
European Union

EXAMPLE 2: PILOT WITH BRATISLAVA (CLIMATHON)



Climathon
Bratislava

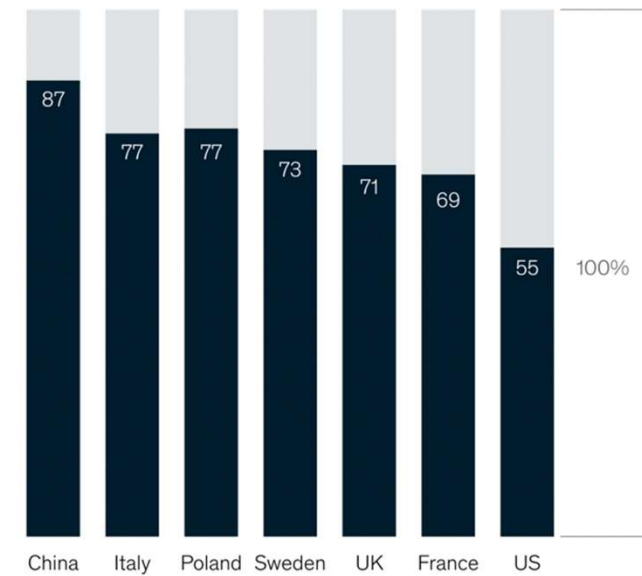
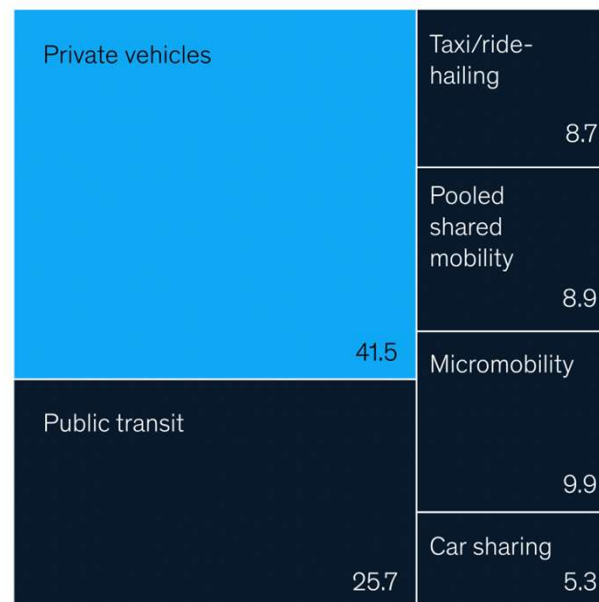
\ EXAMPLE 3: GERMANY'S 9€ TICKET

Flat rate for local and regional public transport

Germany's 9€ ticket.

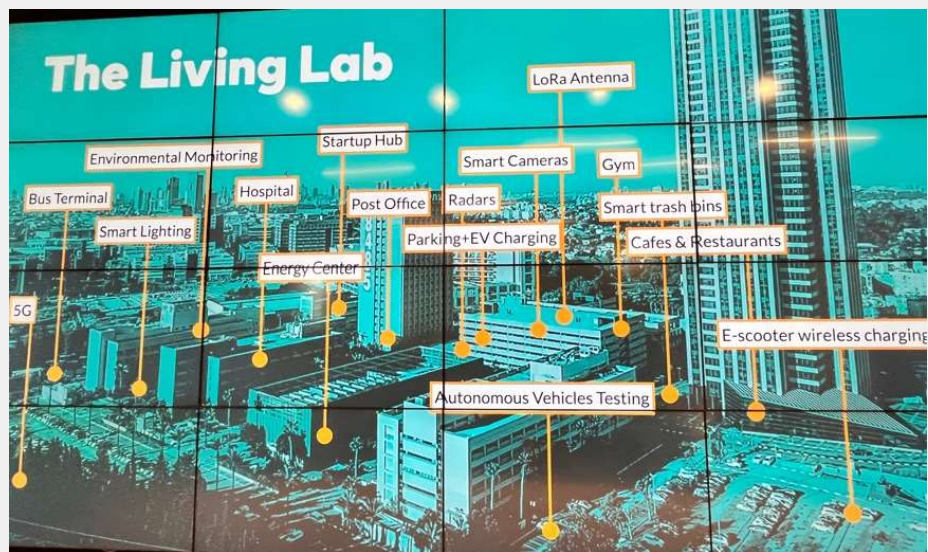
Interest in 9€ ticket offering if available in own country, % of respondents

Mode of transportation that would be used in absence of 9€ ticket, % of respondents¹



¹Percentage of respondents indicating that they replaced trips of a given transport mode.
Source: McKinsey Mobility Consumer Pulse Check, June 2022

\ EXAMPLE 4: LIVING LABS





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