

# OUTPUT 3.1

## DESK WORK ON TRENDS AND SCENARIOS WITH SURVEY TO EXPERTS WITH UNIVERSITY THINK TANK

### ACTION 3.1 UNDERSTANDING TRENDS AND SCENARIOS ON MOBILITY SERVICES

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PP 4\_ HŽPP  
PPS involved: PP1, PP3  
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## Output summary

WP3 has the objectives to build a knowledge on the already available activities and technologies inside and outside the partnership, to define mobility needs in each partner location and to overcome these "barriers" with an e-learning process made of workshops and webinars. O.3.1 Desk work on trends and scenarios with survey to experts with university think tank defines trends and scenarios in the topics tackled by the project.

To achieve these objectives, A.3.1 titled Understanding trends & scenarios on mobility services, has the purpose to investigate and conduct research on current transport offer, mobility solutions and behaviour. Desk works are the best way in order to summarize the most relevant information worldwide. There were desk works. A short explanation of each is provided below.

- Desk work on ICT for public transport and intermodal solutions
- Desk work on behavioral change
- Desk work on policy framework
- Desk work on trends and scenarios with survey to experts

Despite the evident technological advancements, to address future mobility challenges, cities and mobility solutions providers must first adopt more comprehensive and well-coordinated management of mobility supply and have more proactive approaches to mobility demand management in order to influence behaviours. The mobility systems of tomorrow should be intermodal, personalized, convenient and connected, and encourage the usage of more sustainable modes of transport (public transport, cycling, walking) while integrating new mobility solutions and autonomous vehicles. Digitalization is one of the main drivers for upgrading the mobility system to a completely new level and make it a "truly connected system". Means of transportation should be transferred into "mobility ecosystems" where customers will be able to get intuitive and continuous information about the travel chain. In this context, the rise of new paradigm, such as MaaS and IoT is representing the future of mobility.

Habits and everyday inhabitant's behaviour seek for encouraging changes in the behaviour. It is thus important to identify effective approaches and strategies that motivate change and sustain newly adopted behaviours. By analysing policy framework in regions, a general picture of existing regulations shows the need for fine-tuned regulations at the local level so that implementation of new mobility solutions can be achieved.

The desk work on policy framework took into consideration the last 20 years of assumptions, principles and guidelines/recommendations coming from the European and from the global context strongly developed in terms of awareness and knowledge of the interconnection of mobility measures with spatial planning and environmental resilience. Recommendations are: a) integration of the SUMP culture into the capacity of territorial multi-level planning; b) relationship between planning of the MaaS measures /

routes and the provision of non-CO<sub>2</sub> charging services for vehicles; c) optimization and coordination of information sources (both physical and digital) on sustainable mobility opportunities; d) promotion of trans-Adriatic mobility between Italian and Croatian operators, with their respective hinterland routes and strengthening commitment to integrated planning of coastal management, including measures for the evolutionary protection from the climate change.

The final desk work “Desk work on trends and scenarios with survey to experts” was about identifying what can be changed based on previous research. Desk work on trends and scenarios with survey to experts aims to support, integrate and complete the desk works on ICARUS project on the three thematic pillars related to ICT desk work, behavioural change and policy framework deskwork research. For this purpose, experts were involved to provide us with trends and scenarios of spatial organization in relation to the mobility patterns and behaviours such as urban changes, ecological transition, socio-demographic changes, governance, decarbonisation, integrated mobility, planning a post-car world and “slow” tourism.

## Expected impact and benefits of the output

Based on 3 different activities & objectives, action 3.1 is titled “Understanding trends & scenarios on mobility services” which refers to planning activities and desk work. Planning activities are based on current consolidated activities and trends/scenarios.

Desk works are the best way in order to summarize the most relevant information worldwide. They are going beyond the mere good practice search as it analyzes the practices by considering also trends and defining scenarios which should be taken into consideration for future planning and harmonization.

Single desk works are also embedded in a single report and supported by a survey with experts / University think tank in order to validate the studies. Coordinated by ITL, with the contribution of all partners, output 3.1 provide us with insight on how to tackle mobility issues by taking into account all transport parameters, which measures to take and how to improve every day life quality. With several possible scenarios, provided by experts, it is possible to influence on future public transport and new smart ticketing solutions, to tackle infrastructure gaps and facilitate mobility interchanges. Output provides planning issues in a global and transport perspective and also what kind of interventions are needed for equilibrium between user and transport system.

Output will grant the sustainability of the activities and the transferability of results, and they will pave the road to the pilot activities (WP4) and to the definition of the policy framework (WP5).

## Reference to deliverables and activities

This output is made of 4 of documents:

- D.3.1.1 “Desk work on ICT for public transport and intermodal solutions” with aim of analysing current state of play in Europe and beyond of sustainable multimodal transport solutions supported by ICT. This includes trends and future scenarios in the private and public sector, selected good practices and case studies. The contents of this deliverable should support partners in the definition of mobility needs and gaps in their region, as well as future policy development.
- D.3.1.2 Desk work on behavioural change. Most important solutions adopted to convince users and operators to make a radical change and co-create the solutions to be adopted. Behaviour change is a multi-disciplinary effort. It involves practices and ways of thinking that no one profession can claim expertise in, like organisational change, infrastructure design, observational and social research, regulation, design thinking, social psychology, and communication, marketing and leadership.
- D.3.1.3 Desk work on policy framework. Opportunities and restrictions from the analysis of the policy framework in each local context and trends in the world. The data collected from ICARUS partners feature a synoptic outlook of the policy and legal framework currently governing the mobility issue in the project area.
- D.3.1.4 Desk work on trends and scenarios with survey to experts. Desk work on the 3 project specific objectives with identification of trends and scenarios supported by experts aims to support, integrate and complete the desk works on ICARUS project on the three thematic pillars previously mentioned and related to ICT desk work, behavioural change and policy framework deskwork research.