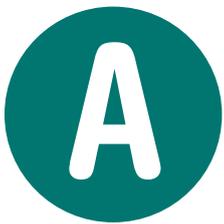


TOWARDS USER-CENTRIC TRANSPORT IN EUROPE

Challenges, solutions and collaborations

BRUSSELS
22-23 MAY 2017

BOUCHE À OREILLE
RUE FÉLIX HAP, 11
1040 BRUSSELS



SESSION / TOWARDS A SEAMLESS PASSENGER JOURNEY

DAY2: 23 MAY 2017 | COLLABORATIONS AND JOINT ACTIVITIES

Workshops Session A:

Enhancing multi-modal collaboration between service providers

Facilitator: **Annika Paul**, *Bauhaus Luftfahrt*, **DATASET2050**

Reducing passengers' overall travel time and enhancing passenger experience

Facilitator: **Genovefa Kefalidou**, *The University of Nottingham*, **PASSME**

Reducing hassle and friction along the passenger transport chain. Within the two workshops of Session A the focus is placed on the seamless passenger journey and how this can be facilitated in the future. We will approach this topic from two different perspectives: the view of service and mobility providers as well as that of passengers. Ideas regarding future mobility services, new technologies and passenger services will be discussed and developed in an interactive setting.

Keywords:

intermodal, liabilities, ticketing, information, alignment, incentives, passenger motivation, travel time savings, wayfinding, reliability, personalized real-time passenger information.

Please express your interest in this session while completing the [confirmation form](#). Places for each session are limited and allocations will be done on a first come first serve basis. We will do our best to meet your choice.

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SESSION / USER CO-CREATED INNOVATION

DAY2: 23 MAY 2017 | COLLABORATIONS AND JOINT ACTIVITIES

Workshops Session B:

Workshop 1: Insights in passenger needs and (innovative) ideas through co-creation
Facilitator: **Evelien Marlier**, *European Passenger Federation*, **CIPTEC**

By attending this session you will:

1. Get tips and tricks how to involve users in their project
2. Get valuable insights in passenger needs and requirements
3. Can evaluate the best (innovative) ideas that came out of the CIPTEC-crowdsource campaign
4. Discuss these ideas with other bright and beautiful experts
5. Get to know the 'super power' of the other participants presents in this workshop
6. Networking in an informal way

Workshop 2: Making decisions about travel in the future

Facilitator: **Tom Cohen Senior**, *UCL Centre for Transport Studies*, **CREATE**

Humans are habitual creatures and make most of their journey decisions without much thought. But new transport options and increasingly sophisticated decision-support tools could change this. If your MaaS device tells you that the bus is the best option today even though you normally take the train, might you give it a try? At this workshop we'll explore how people might decide on their travel in future.

Workshop 3: New consumer behaviour - new business opportunities.

SocialCar in the sharing economy

Facilitator: **Massimo Marciani**, *FIT Consulting*, **Social Car**

By attending this session you will:

1. Get knowledge about new mobility services using collaborative economy schemes (sharing mobility)
2. Evaluate new trends of disruptive mobility models
3. Discuss and design in a collaborative process new business models for such innovative mobility services
4. Evaluate individual and collective benefits and roles to be played by public entities
5. Evaluate how to push behavioural and societal changes in future years

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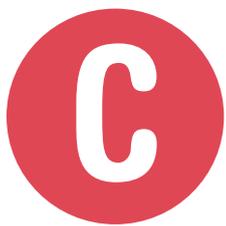


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SESSION / FUTURE TRANSPORT EDUCATION

DAY2: 23 MAY 2017 | COLLABORATIONS AND JOINT ACTIVITIES

Workshops Session C:

Challenges for employment in transport

Facilitator: **Wouter Van den Berghe**, *Belgian Road Safety Institute*, **SKILLFUL**

The Transportation sector employs over 10 million persons in the EU today. At the same time, transport is a social sector that is rapidly developing, changing and being influenced to the maximum extent by the development of automation, electrification and greening of transport, among others, thus facing problems in staffing its several domains with appropriate and qualified personnel. This fact makes the need for changes in training and education content, curricula, tools and methodologies absolutely imperative, incorporating lifelong learning aspects for the professionals in all transports areas.

By attending this workshop you will get an overview of the Skillful project and, in particular, of its two major pillars, namely:

- the identification of the future job skills and competences in the transport sector;
- the identification of the most promising and innovative training schemes and methodologies for meeting the future requirements of the transport workforce.

In doing so, a special emphasis will be dedicated to intermodality. The workshop will be, to a large extent, interactive in nature in order to stimulate knowledge exchanges and transfers between the organizers and the audience and to benefit from input, comments and suggestions from the audience.

Keywords:

Intermodality, Transport jobs requirements, Skills and competences development, Training gaps, New/emerging training methodologies.

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