

Integrating mobility services

DiCyPS Visionsdag – Future Mobility

23rd of May 2019

Aalborg



Businessregion Aarhus



Climate-KIC is supported by the
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Too few – and too many...

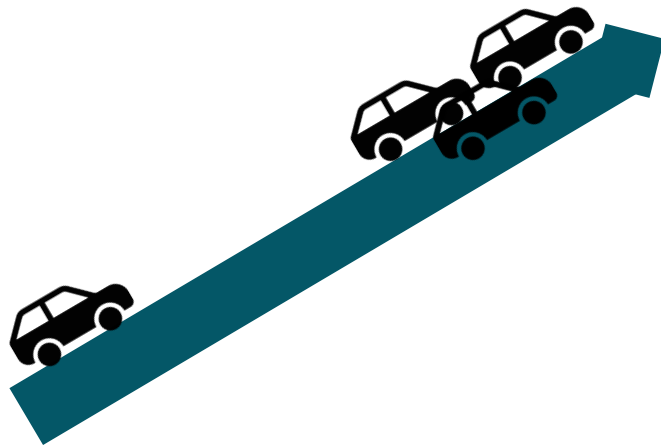


Source: Midttrafik



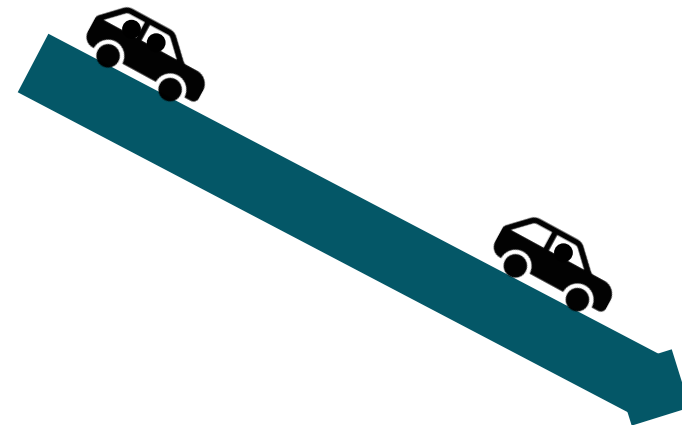
More cars with less passengers

- From 2007 to 2018 the number of person cars in Business Region Aarhus has increased by 32%



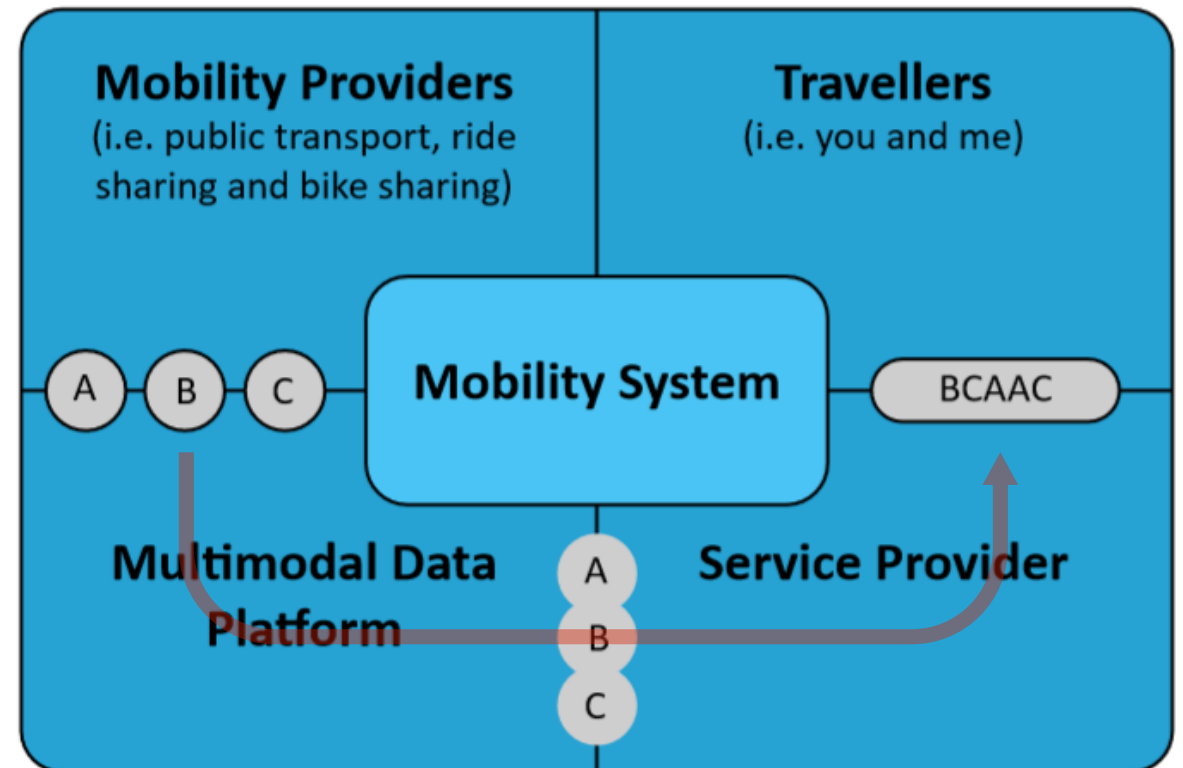
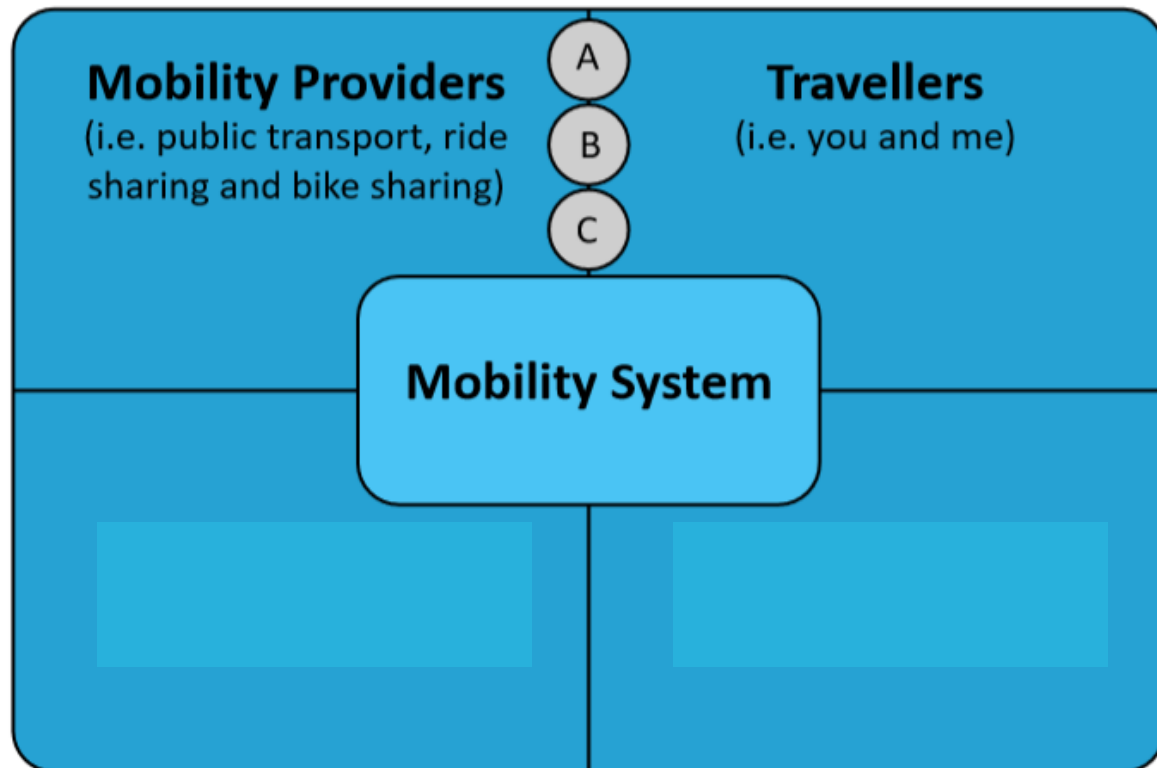
- The number of inhabitants increased by some 8% in the same period of time.

- In 1981 there was an average of **1.84** persons per car. In 2016, this number had decreased to **1.43**.

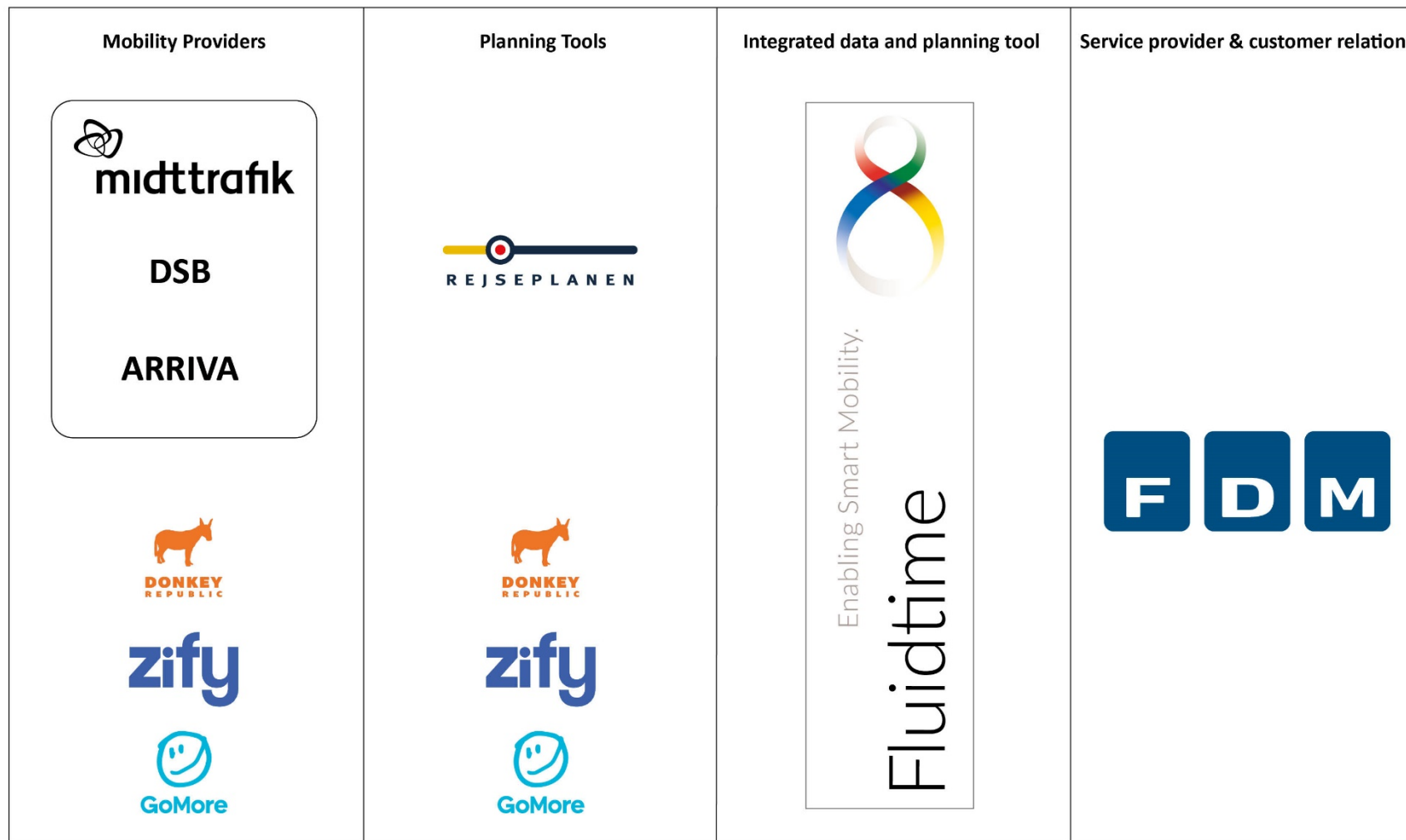


- In 2014 an average of only **1.05** persons occupied the cars for commuting, numbers from the national travel survey indicates.

What is mobility as a Service?

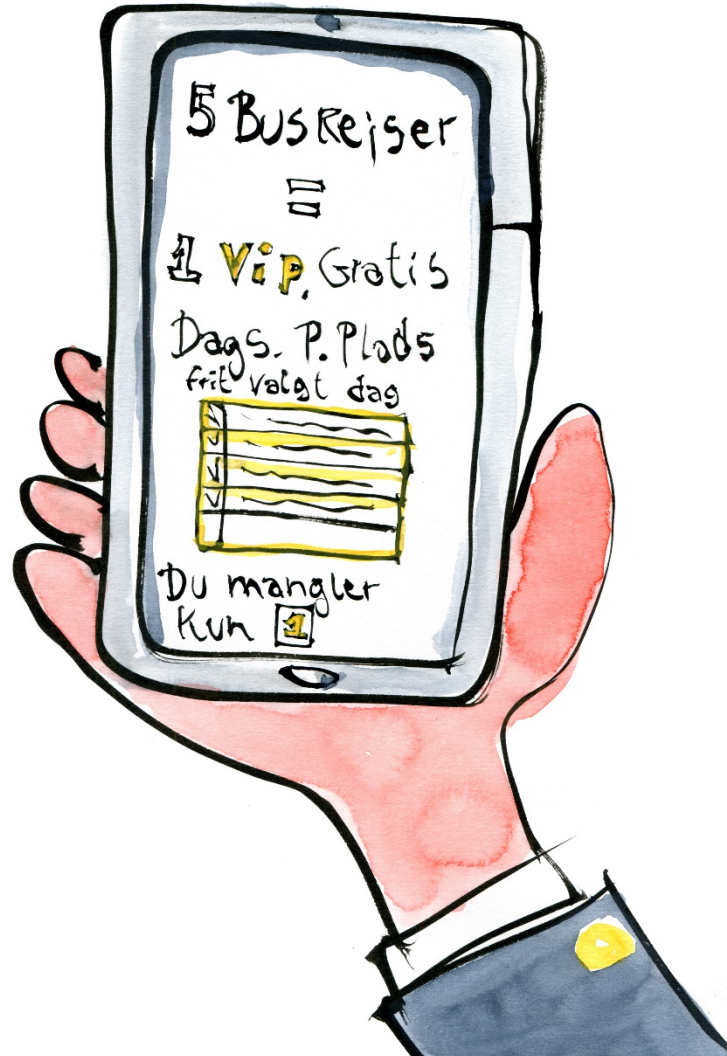


Organisation



The result?

- The user gets a **service** that makes it possible to plan a seamless intermodal journey.
- The service will include a series of **incentives** making it attractive to carpool.
- In 2019 the service will be **tested** in both smaller communities and in companies.



- The service is primarily addressing **car commuters** in Business Region Aarhus.
- It is of high importance that we can gather a **critical mass** so the supply of trips is big enough to make it **attractive** to leave the car at home.

Challenges

Space Management

Inside and outside

Sustainability

Social, economic, environmental

Business models

Public and private

Reduce congestion

In the larger cities

Regulation

Not ready for new mobility services?

Provide public mobility

Rural and urban



THANK YOU!



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