

## Special Session on: MaaS & Innovative Mobility Services

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In recent years mobility has been going through important transitions: from digital to social to environmental. These transitions are involving the stakeholders of the transport system such as users, operators, decision makers, industry.

Mobility as a Service (MaaS) and innovative mobility services are crucial paradigms for present and future mobility that massively involves all the transitions and topics that researchers are working on. The importance of the topic is shown by effort from the European Union that has been funding many research and cooperation projects on Mobility as a Service.

The Italian Center for Sustainable Mobility (MOST) has devoted a specific Spoke on MaaS with about 12M€ funded by EU within the national recovery and resilience plan.

In general, MaaS needs the “digitalization” of both transport demand and supply system to identify the optimal travel solution or solutions to meet the user expectations at the light of the existing mobility services and users’ specific characteristics. Naturally, from the transport engineering perspective it is necessary to understand the «analogic» users’ needs and behavior to plan, design and manage the “analogic” transport supply system. Technologies and tools to represent the analogic transport system into a digital one are a crucial research matter. In this session, we are interested in a very multidisciplinary and synergic approach that could be represented by the following leverages to face the challenge:

- User Centric leverage;
- Transport (Tailored) Service Leverage;
- Technology Centric leverage (Key enabling Technologies);
- Data/Digital Centric leverage;
- Cooperation Leverage (Business models).

### Topics

In this session, we aim at creating a sharing room for the stakeholders of MaaS ecosystem and its perspectives to bridge the gap between theoretical and practical aspects. The contributions to this session are relevant, but not limited to:

- Users’ behavior modeling in multimodal services;
- Tailored mobility services (for ex. Gender Sensitive Mobility, Elderly or Disabled users);
- Innovative mobility services and infrastructure;
- MaaS technology acceptance and limitations;
- Data harmonization, integration, analysis, delivery and security;
- Simulation of MaaS scenarios through virtual reality;
- Methodologies for Innovative service planning and management;
- Business and cooperative models for MaaS;
- Mobility monitoring and tracking technologies;
- Equity, social inclusion, safety, and the environment

