

PRESS RELEASE

MOBILITY AS A SERVICE PROJECT iMOVE DRAWS TO A CLOSE: MAKING MOVEMENT SIMPLER



BRUSSELS, 27 NOVEMBER 2019

**“I (simply) want to move, I want to move (simply)”...
are you familiar with the European MaaS project iMOVE?**

UITP has held a final conference to bring a close to the [iMOVE project](#) – one of the first H2020 projects focusing on **Mobility as a Service (MaaS)**.

iMOVE has investigated solutions for both improving the **deployment and operation of MaaS** and its **underlying business models**.

The main objective being to accelerate this deployment and unlock the **scalability of MaaS schemes across Europe**.

iMOVE solutions are investigated and validated in five **European Living Labs - Turin, Greater Manchester, Berlin, Göteborg and Madrid** – all of which have plans for MaaS development.

With the ultimate aim being to pave the way for a roaming service for MaaS users in Europe, the leaders behind this pioneering project gathered in Brussels (27 November 2019) to present and discuss the progress made.

The findings of the project were presented alongside key speeches, presentations and panel sessions featuring **Transport for Greater Manchester, Vasttrafik, Urbi, DGMOVE, EMT Madrid** and more.

In an Opening Speech delivered by **UITP Secretary General Mohamed Mezghani**, the audience heard of the exciting options for ease of movement and flexible travel the project has considered.

"The IMOVE project has made a giant leap towards the deployment and scalability of MaaS schemes in Europe, whereby our Living Labs have been instrumental in facilitating the actual implementation of MaaS schemes. By trialing MaaS in different cities we have managed to provide guidelines and recommendations on how to implement a successful MaaS for a wide range of environments. Also the fact that IMOVE gathers such a diverse network of partners, from policy makers, to public transport operators, to private MaaS providers, means that we have been able to capture the complexity and specificity of different local contexts and interests."

Guido Di Pasquale
Deputy Director
Knowledge and Innovation
UITP

MaaS is an important tool to achieve sustainability and the iMOVE project has made major steps on the road to making movement easier for everyone.

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(UITP) [The International Association of Public Transport](#) works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than 1700 members in almost 100 countries, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.

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