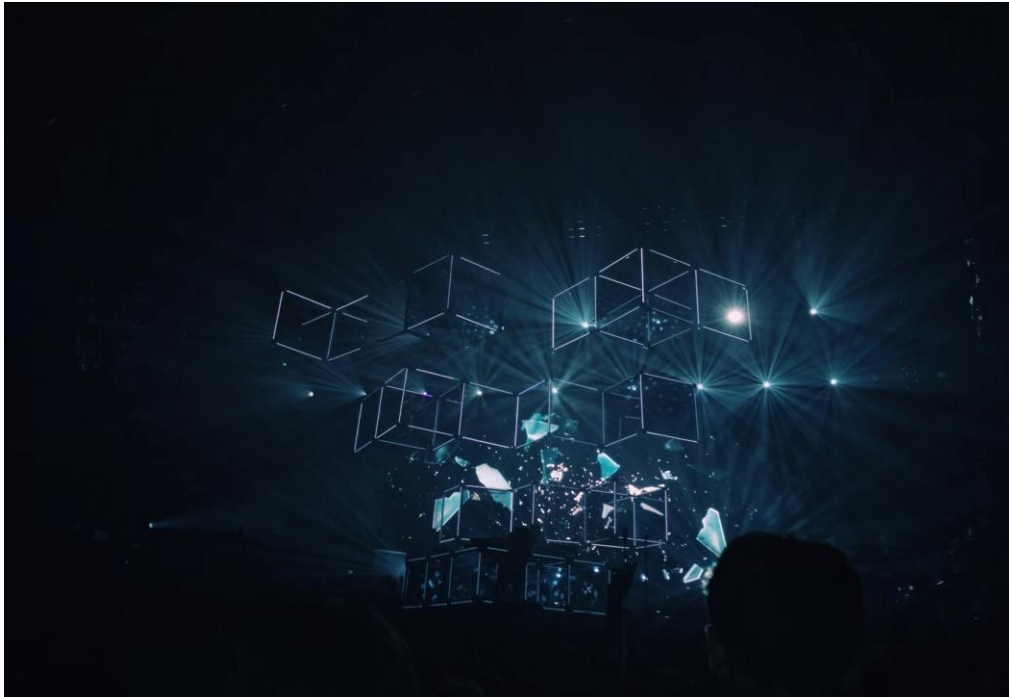


PRESS RELEASE

DATA SHARING IN PUBLIC TRANSPORT: ARE WE READY FOR A NEW CULTURE?



BRUSSELS, 18 NOVEMBER 2021

Times are changing and so is how we share data – but what does this mean for a framework for sustainable practice?

For the public transport sector, **sharing data is incredibly important** as the outcomes can **benefit the wider population**.

By **unlocking new insights and developing more efficient processes** and new products, we can better meet **society's ever-changing needs**.

As the sector looks to the road ahead, UITP has released a brand-new Policy Brief "**A framework for Sustainable Data-Sharing in Public Transport**".

Data sharing does not mean that all data should be available nor available for free - but the **sharing of such information should be assessed** from the perspective of sustainability and value creation.

We know that this is no easy task and so UITP has set the basis.

Doing the groundwork on data...

Our new release provides **policy makers, transport planners and operators, mobility service providers and research institutions with a framework to analyse** the value and principles needed to create sustainable models for data sharing.

The publication guides readers on **the valuation process for data sharing**, outlining a clear framework for the data strategy and data sharing business models.

For the public transport sector, **cities have been challenged to restart operations** under unpredictable social impacts and volatile passenger confidence.

The need for public transport stakeholders to **proactively work together has become ever stronger**...policy makers and organisations will need to **collaborate to develop a flexible framework in extracting valuable information** that can deliver a wider range of benefits to society.

"The roles of public transport authorities are diversifying. Understanding data and improving data literacy are essential skills to regulate and plan public transport services in the digital era."

Gayang Ho
Head of Research
UITP Asia-Pacific

An ongoing journey for our sector...

In 2020, UITP release the Report, ***Sharing of data in public transport: Value, governance and sustainability***’ as a source of pioneering research from UITP’s Asia-Pacific Centre for Transport Excellence.

Looking deeper into the current state of data sharing in public transport, **the Report discussed the necessary guidelines and recommendations for organisations** that wish to understand the benefits of, and best practices in, data sharing.

A data sharing culture is nurtured in **an environment with strong leaders**.

This does not mean a culture advocating for data sharing at any costs and in every situation, but where **people have a ‘data as an opportunity’ mindset**, whereby continuous improvements unlock the potential for value creation for the end-users.

Such a culture requires **data leadership, trust, and data literacy** within organisations.

While there is a long way to go for the sector, data sharing is already enhancing mobility in certain cases...**are we ready for a data-sharing culture in public transport?**

“Sharing data in public transport”: The New UITP Policy Brief

FOR EDITORS



(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 **1800 members** in **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. Visit the [newsroom](#) and follow us on [Twitter](#).

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