i-move 2.0: the business model for tomorrow?

PRESS KIT
**What is i-move 2.0?**

*i-move 2.0* means completely rethinking the concept of urban mobility in order to meet rapidly increasing demand and changing customer expectations. This will mean a new business model for the sustainable mobility sector and all the new technologies that can help contribute towards it.

**Why i-move 2.0?**

Like the web, urban mobility is entering a new era (2.0) in which the individual is at the core of the business. The ‘green alliance’ of public transport, cycling and walking can together provide sustainable urban mobility, but it leaves gaps in the mobility chain of everyday journeys. A radical overhaul is needed therefore to provide a wide range of personalised, comfortable and easily available mobility options and services that fit with changing lifestyle values. This overhaul is essential for helping to achieve the objective UITP set at the 2009 World Congress in Vienna of **doubling the market share of public transport worldwide by 2025**.

**How to achieve i-move 2.0?**

New management tools, green solutions and a better knowledge of customers’ needs and expectations will allow a realignment of services. The sector is also in need of a new and healthier business model - less reliant on scarce public funding – based on sound financing, with all of public transport’s beneficiaries, direct or indirect, contributing towards it. The use of new technologies and web-based applications will help to underpin the *i-move 2.0* concept; new communication tools (web 2.0) allow peer-to-peer communication between the sector and its customers. Public authorities can also play a role to ensure that innovative and integrated urban planning encourages the use of sustainable modes.
# i-move 2.0-related Congress sessions

**Service design and portfolio**
Monday 27 May
- Eurasia session: Quality of Services for PT Passengers
Tuesday 28 May
- Session 10: Universal design: a critical policy for ageing societies
- Latin America session: Improving service quality to attract new customers
Wednesday 29 May
- Asia Pacific session 2: Preparing for integrated and humanised mobility solutions

**Strategic management and integrated business processes**
Monday 27 May
- Session 1: Ticket4growth: the power of innovation to deliver success
- Session 4: Combined mobility: getting ready for the next generation
- India session: Towards doubling PT share through designing integrated mobility, customer orientation and innovations in PT
- Session 5 - I-MOVE 2.0 - Business models for integrated urban mobility
- Session 7: New working culture: benefits all round for employees, customers and the company?
Wednesday 29 May
- Session 18: How to become an employer of choice? Attract and retain coveted talent

**Funding model**
Monday 27 May
- Session 3: Two to tango: partnering to access money

**Governance and industry structures**
Tuesday 28 May
- Session 8: Market organisation: status quo or new paradigm?
- Session 9: Keeping on track: performance evaluation, a crucial reality check
- Session 11: From chaos to efficiency: formalising the informal
Wednesday 29 May
- Session 16: Vulnerability, resilience and preparedness
- European Union session: Is the European legal framework for public services contracts (EC)1370/2007) already obsolete?

**Smart city and mobility management**
Monday 27 May
- Asia-Pacific session 1: Urban mobility planning in mega cities and regional cities
Tuesday 28 May
- Session 14: Away from fossil fuel dependency: electromobility, smart grid and energy
  **Wednesday 29 May**
- Session 17: From bits and pieces to a meaningful whole: where integrated planning makes the difference
- MENA session: Public transport future and economy in major MENA cities
- Session 20: This way please: shaping the future with mega projects
- Session 21: Connectivity and interchanges

**The tools of Mobility 2.0**
**Monday 27 May**
- Session 2: Customers get involved: curse or blessing? Social media and third party apps
**Tuesday 28 May**
- Session 13: Beyond information: personal navigation in your pocket
**Wednesday 29 May**
- Session 19: The power of marketing to create customer value
- Session 15: NFC can close the gap
Inaugural Grow with Public Transport Awards

In 2009, UITP launched the sector ambition to double the public transport market share worldwide by 2025. To support this ambition, UITP developed a new campaign which has recently been launched to highlight the need to develop more and better public transport.

The PTx2 strategy quickly gathered momentum. The PTx2 Awards in 2011 were the first major milestone on the road to 2025. The huge number of applicants illustrated the high level of support for the PTx2 ambition from within the public transport community.

Under the Grow with Public Transport banner, the new campaign targets policy makers worldwide and aims to raise their awareness of the urgent need for more and better public transport. It also offers guidance for decision makers, public transport authorities and transport companies on how to improve public transport and tools to help them implement sustainable mobility solutions. I-move 2.0 will play a critical role in helping to achieve this objective.

Geneva will also be the occasion for the inaugural Grow with Public Transport Awards, which will recognise the efforts of mobility stakeholders (across the whole public transport supply chain) who are working hard to improve public transport services and boost public transport usage through innovation.

280 applications from over 43 countries were made for the Grow with Public Transport Awards. The hand-over of the awards will take place during the Opening Ceremony on 26 May (16:00-17:30).

www.growpublictransport.org
The worldwide reference for public transport

The International Association of Public Transport (UITP) is a global network with 3,400 members from some 92 countries, including public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. Headquartered in Brussels, UITP also has 11 regional offices.

Boost your business

UITP engages with political decision-makers, major international bodies and the media to advocate for sustainable mobility solutions

- UITP’s global network allows for the development of business partnerships and joint ventures, bringing together all stakeholders in the mobility chain.
- UITP is involved in shaping the sector’s future and plays a key role in major international research projects.
- UITP makes its members’ voices heard through its advocacy and awareness-raising initiatives. UITP defends members’ interests by engaging with policy makers, international institutions, the media and other key stakeholders.
- UITP has a range of advocacy tools that help to develop the businesses of its members.

Knowledge and expertise

UITP is a leading source of knowledge, tools and resources that helps its members make the right decisions to support the development of their business.

- UITP’s expert working bodies produce insightful reports, benchmarking studies, statistics, and guidelines and recommendations.
- UITP’s extensive electronic library features 40,000+ references, including all conference papers. Members are also supported by two expert librarians.
- UITP’s specialist congresses, conferences, seminars, exhibitions and other events, offer solutions to the problems, provide a forum to share ideas and exchange best practice with international peers.
- UITP’s range of training programmes enhance members’ professional knowledge.

Global network of sustainable mobility stakeholders

UITP organises and drives forward the global network of sustainable mobility stakeholders

- UITP provides networking opportunities with the leading players in the industry. Members can share ideas and insights with like-minded peers at UITP’s congresses, conferences, exhibitions and other events.
- UITP’s tailor-made events take place all around the world, attracting top industry professionals.

Contact: Andrew Canning | Press & Media Manager | andrew.canning@uitp.org +32 2 663 66 39
Sylvie Cappaert-Blondelle | Communications Director | sylvie.cappaert@uitp.org +32 2 661 31 91