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27-28 November 2019, Brussels

# MaaS Madrid to promote rational mobility



# MADRID Is all about evolution...







Área de Gobierno de Medio Ambiente y Movilidad Septiembre 2019

**MADRID** 

AVANCE DE LA ESTRATEGIA DE SOSTENIBILIDAD AMBIENTAL







## Already a **Multimodal Operator**:

- Bus services
- E-bike sharing services
- Parkings lots with charging points
- Cableway system

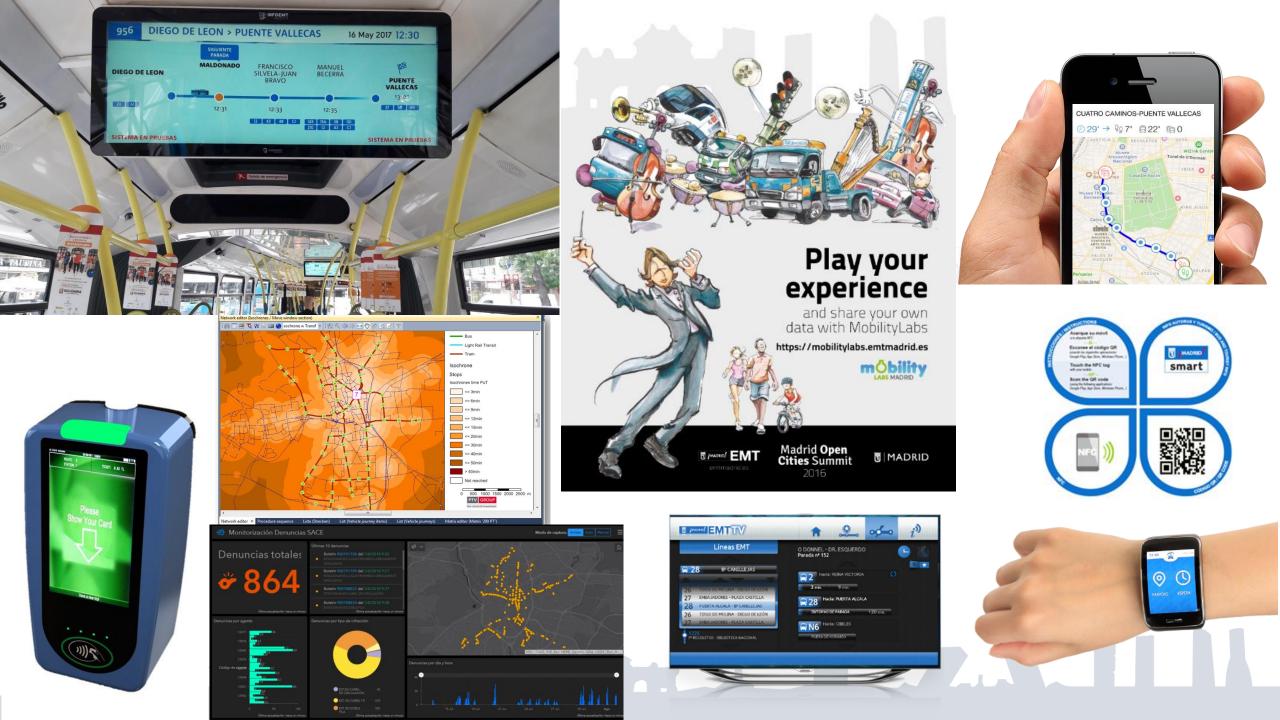
KEY EXPECTATIONS OF A TRAVELLER FOR AN INTEGRATED MOBILITY SERVICE



IMPARTIALITY

FLEXIBILITY & PERSONALISATION Trustworthiness and Impartiality for our clients NOW.

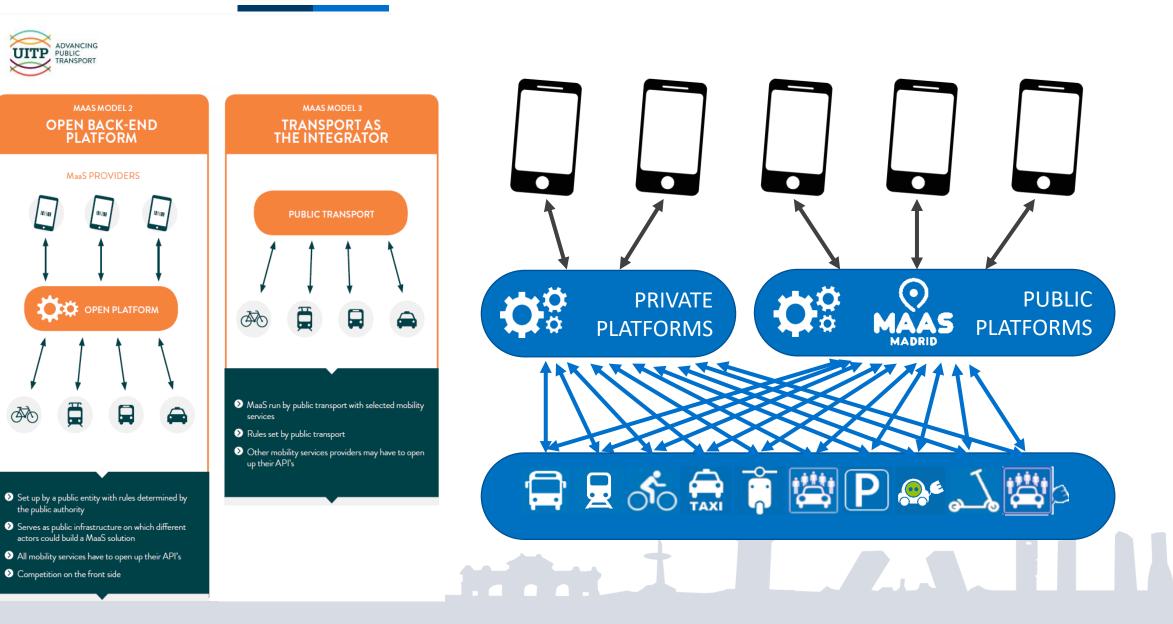
Simplicity and Flexibility through MaaS Madrid



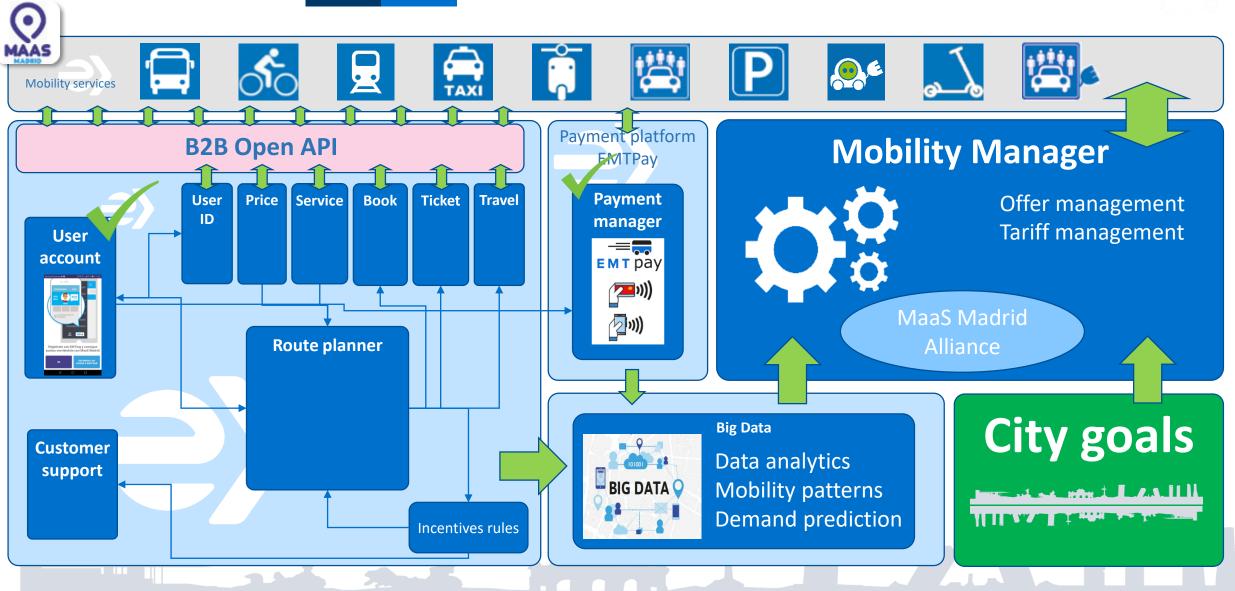




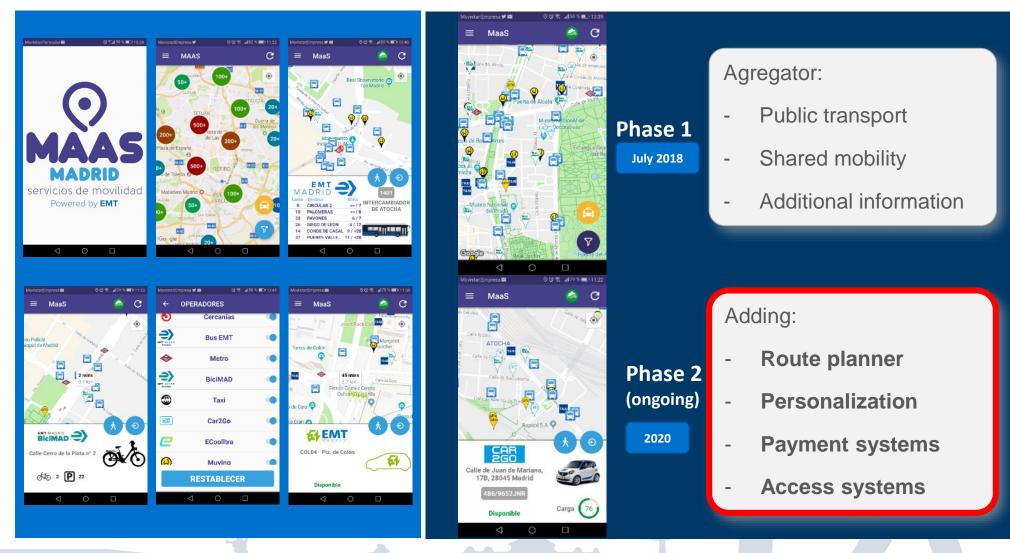




# MADRID MaaS Madrid... much more than an app

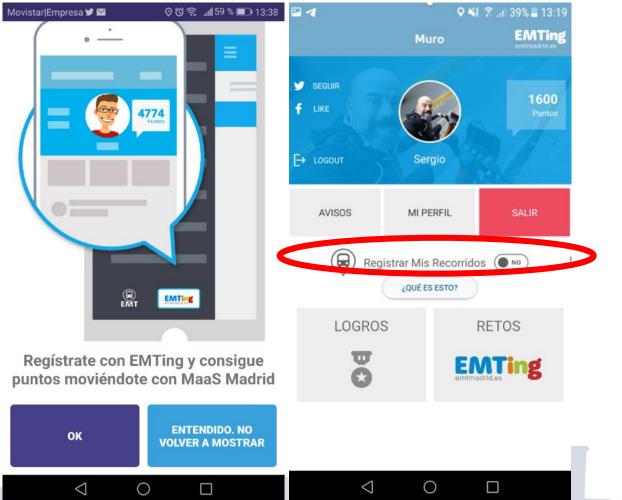








**EMTing** emtmadrid.es



### Gamification

Earning points by:

- Using the app
- Using more sustainable modes (walking, cycling, public transport...)
- Data transfering



### ABC APLICACIONES

Listar A

España+ Internacional Economia+ Sociedad Madrid + Familia+ Opinión+ Deportas+ Gente+ Curtura+ Cioncia Historia Viajar+ 🏻 Play+ Summuni Más 🚍

ABC TECNOLOGÍA MÓVILES APLICACIONES Tubletos Turtonia Aplicaciones

### El pago con móvil se estrena en la EMT Madrid

 La Empresa Municipal de Transportes de Madrid pondrá en marcha durante el primer trimestre de 2019 un proyecto piloto de pago y acceso al autobús con el teléfono móvil en la línea Exprés Aeropuerto, que conecta el centro de Madrid con el Aeropuerto Internacional de Barajas



#### Medios de pago >

Santander facilitará el pago con móvil y tarjeta en el servicio EMT de Madrid

 El banco ha resultado adjudicatario del concurso público para la aceptación de estos medios de pago

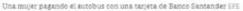
· La entidad cuenta con el apoyo de Martercard

ABC TECNOLOGIA Gele\_tecnologia WADRD - Automicedo: 10/11/2818 18:324

La Empresa Municipal de Transportes de Madrid (EMT) ha anunciado este martes la puesta en marcha de un proyecto piloto de pago y acceso al autobús con el teléfono móvil en la línea Exprés Aeropuerto, que conecta el centro de Madrid con el Aeropuerto Internecional HOTICIAS RELACIONADAS Apple trabaja en un nuevo servicio de pagos entre personas

CaixaBank llega a un acuerdo con Samsung para pagar a través del mávil



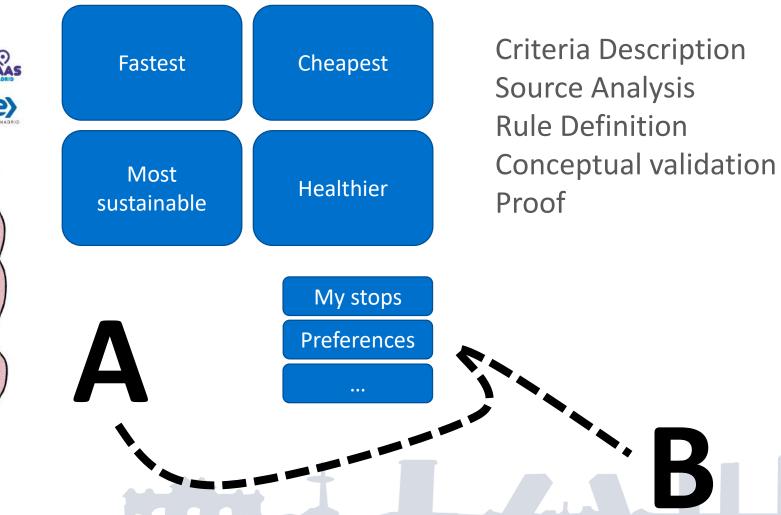


**ЕМТ**рау













Health economic assessment tool (HEAT) for walking and for cycling Methods and user guide on physical activity, air pollution, linitries and carbon impact assessments



#### Health Indicators of sustainable cities

In the Context of the Rio+20 UN Conference on Sustainable Development

Initial Indiags from a WHO Expert Consultation: 17-18 May 2012

More than its effects of the global population will be level, or core to 2005. The regist rate of them proves have created formations ubdillingers (and growth in the number of under-weiters, new nontrains 800 million poople, attests to the need for stronger uitate generations. To while client concentrate approximation, page, and unverse, they also concentees the approximate. To while client of the strongers of the infect or program of strongers of the strongers of the strongers of subtanealities client.

Slaw housing improvements that benefit health – as assessed by well-defined measures for step, resilient, and climate-adapted structures that also have access to clean energy and lasic utilities;

 Healthy, efficient transport - in terms of safety and use of sustainable modes, including wa cycling, and public transport.
Ultran soldence - is terms of intantional homicides.

ond is membring of alr/water quality and canitation risks, indicators of access to water solutions essential to public health and sustainable coles also are suggested for: health care services, green paces, fresh flow invaries, and water management.

#### Linkages between sustainable cities and better public health

More than half of the workth population now lives in cities and by 2050 that will increase to 70% including most of the population in developing countins.<sup>1</sup> Yet, for noo much of the workth subaryonth is poortim marged. Allocat method of the united population lives in share, methers at growing in aboute terms.<sup>14</sup> So while cities concentrate opportunities, pibe, and services, they allo concentrate health hards and visits. In which more population lives in possible.

In seality and poor cities, unsustainable and unplanned development of urban housing, transport, and food systems, along with sould and difficultie factors, are drivers in the applications, or monocommunication discense, which are traced to risks and facets buch as an autoiston, poor det, physical reactions, traffic signary and dimension dynamics. For instance. O cutoour urban al pollution is reprovable for L3 million deaths annually.

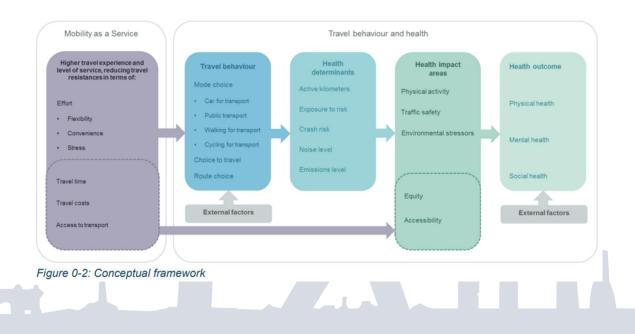
Institution of the second seco

(A) World Health Organization Mobility-as-a-Service from a health perspective

Exploratory research into the potential health impacts of MaaS

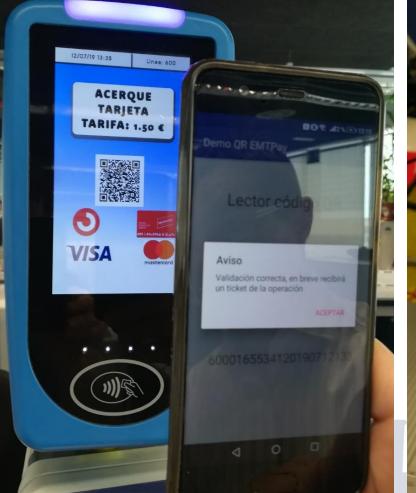


## What is healthy? Complete concept: Physical activity Risk exposure Environmental agents Accessibility Equity













Read QR **URBI** App Sevel OVE Rful AStick Roaming – Maas Madrid integration (detail) **URBI** App backend Cost tide Send stabiohor Seu-Uses using Unlocking Large-Scale Access to Combined VISITING IMOVE Mobility through a European MaaS Network Send Send ficket 1 RR Cost ticket & Internal API Internal API VISITED IMOVE **IMOVE** Mobility **IMOVE Booking IMOVE Mobility** get the yore LAB NSE Bank Jer. ticken **VISITED LIVING** USEr Enting 'Nove MaaS Madrid MaaS Madrid Booking API Sell Journey Planner Providers GTFS Maps data Mobility organizer 1 integration option A (\*) Not uecosait Mobility organizer integration option B BICIMAD EMT for . ħ₌ റ്റ 6 • • OVE I simply want to move. I want to move simply

## Thank you very much!

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Empresa Municipal de Transportes de Madrid

