

Interreg 
EUROPEAN UNION

2 Seas Mers Zeeën

MOBI-MIX

European Regional Development Fund

Overview MOBI-MIX project & implementation guide.

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Soufian Jahouh
Smart Mobility Advisor



Objective of MOBI-MIX

To improve the **collaboration between public authorities and private smart mobility providers** to more effectively implement new, innovative mobility solutions, ultimately leading to an increase of low-carbon technologies.

MOBI-MIX as a tool

A consortium consisting of cities and regional authorities, knowledge partners and network organisations to:

1. learn from each other – no need to ‘invent’ the wheel yourself
2. Jointly ‘purchase’ expertise - Make informed decisions with access to a wider network of experts
3. Acquire extra funding to further support your activities

Project Partners



Challenges of cities to effectively implement shared mobility solutions



Responding to Technology push

of micro mobility and MaaS services from solution providers

**Challenge 1:
Effective collaboration with
private sector**

**Challenge 2:
Governance –
establishing policy**

**Challenge 3:
Develop and improve local
(urban) mobility plans**

Implementation guide developed

3 main pillars

- Strategic decision: solution vs challenge driven
 - Type of procurement for selection of provider(s)
 - Type of partnership during implementation
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- ✓ Developed by experts from EU and US
 - ✓ Use real-life examples/use-cases
 - ✓ Implementation guide will be updated for at least 2 more years with new expertise and examples

Please have a look yourself:

<https://www.futuremobility.expert/shared-mobility-guide>

