

Policymaking to enable data sharing for sustainable urban mobility

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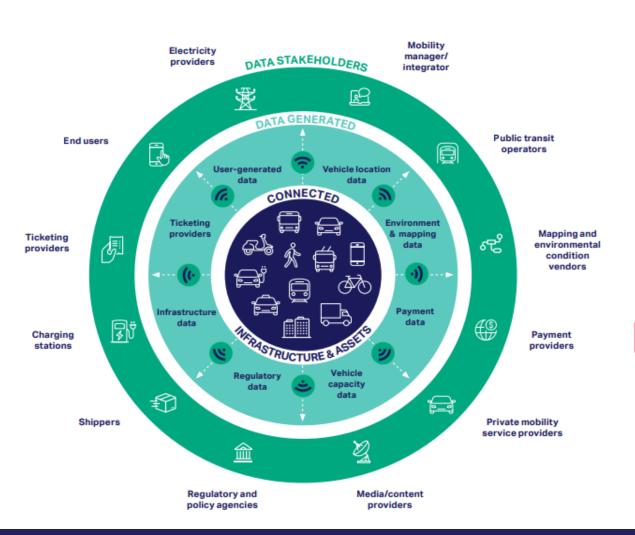
Business leadership for a sustainable future.

World Business Council for Sustainable Development (WBCSD)

200 global companies united around a common vision creating a world in which over 9 billion people are all living well and within planetary boundaries by 2050



Overcoming barriers to data sharing can help realize significant value



High potential for change

Multiple use-cases (regulatory & oversight, planning and operations)

MaaS: Global MaaS market estimated to reach > USD 200 Billion¹ by 2026.

Micromobility: Despite COVID, micromobilty is expected to make a comeback in the mid- to –long term, recovering to pre-crisis levels²

V2X connectivity/ITS: The value of vehicle-generated data alone could create a total revenue of pool of USD 450-700 billion by 2030^2 . Global "Intelligent Mobility" market could be worth around GBP 900 billion by 2025^3

Barriers to data sharing

Privacy & Ethics Interoperability

Cybersecurity Competition

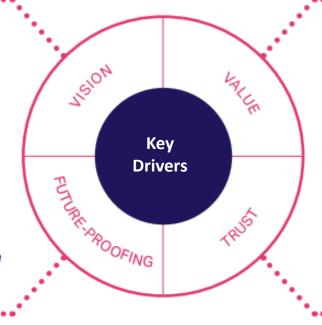


Five principles to guide data sharing models and architecture

VISION encompasses the end-goal for a mobility use case and the shared data that enables it

FUTURE-PROOFING

entails crafting principles that are sufficiently flexible to cope with a rapidly changing environment



VALUE means thinking expansively and holistically about the different ways data creates benefits and for whom

TRUST is essential to the future of mobility, especially in the realm of shared data

EMERGING PRINCIPLES FOR DATA-SHARING

- Data-sharing should enable all stakeholders to create and capture value
- Data-sharing must be ethical, inclusive and unbiased
- Data-sharing should incorporate privacy by design
- Data-sharing should embrace cyber-security by design
- Data-sharing should be adaptive and iterative



Policymaking is essential to harness the potential of datasharing while minimizing negative externalities

Increased digitalization of transportation system, and identification of new value streams by processing and merging data is driving increased data sharing

PATH 1: Collaborative and harmonized policymaking processes guide development of data sharing ecosystems

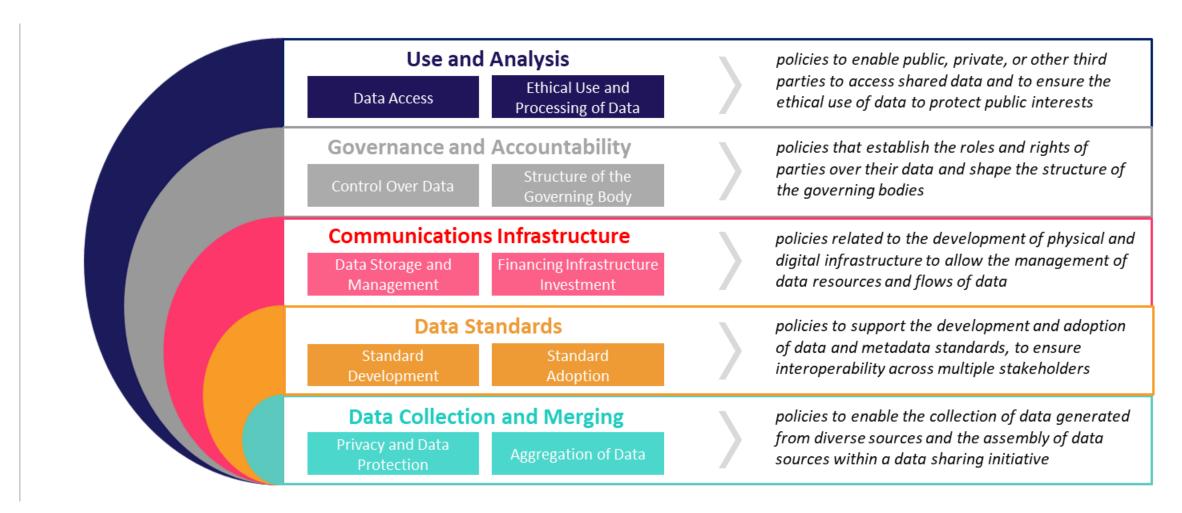
- Data enables transition towards sustainable mobility
- Competitive data economy
- Ethical, privacy-proof and unbiased use of data

PATH 2: Ad hoc and heterogenous policymaking that may lag market and technology development

- Siloed approaches exacerbate mobility challenges
- Monopolized data economies, with widening data-divide
- Accentuated biases rooted in race, gender, age, etc.



As part of the SUM4ALL consortium, we are defining a policy framework to enable data sharing in the mobility sector



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