Mobility service benchmark
Best practices from North Sea Baltic Commuting Corridors

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The largest Finnish-owned company in building and infrastructure construction design and consultancy
  • The staff shareholders owns 60% of the shares and Intera Partners owns 40%
Over 40 years of accumulated experience, more than 90,000 successfully completed projects
Employs more than 1,200 experts in Finland, Norway, Latvia, Estonia and Poland
Aims at customer-focused growth both in Finland and abroad
Actively investing in developing the entire business sector
Infrastructure Design and Consultancy Services
  Traffic infrastructure
  Urban and municipal infrastructure and land use
  Environment and water
  Industry, trade, logistics and other business infrastructure

Building Design and Consultancy Services
  Structural Engineering
  Heating, plumbing and air conditioning, automation and electrical engineering
  Renovation services

Project Management Services
  Construction contracting
  Project management solutions and information management
  Circular economy
  Telecom

Traffic and Digital Services
  Mobility, traffic information and logistics
  Information management services, customer-specific software solutions
Mobility service benchmark

Benchmarked services:

• Trip planning and route optimization
• Travel chains and integrated services
• Ride hailing / sharing services
• Car and bike sharing
• Smart parking solutions
• Enabling service providers: smart ticketing, payment and clearing
• Automated vehicles
1) Barriers of entry to markets
Barriers of entry to markets

- Funding
- Attitudes
- Timing
- Co-operation
- Interfaces

- Travel chains
- Public officials
- Customer base
- Business size
- Production costs
→ Is there a business case for stand-alone market for transport services?
2) Keys to success
Keys to success

▪ Partnerships
▪ Contracts
▪ Terms of service
▪ Technical abilities
3) Public sector role
Public sector role

Enabling

- Credibility
- Marketing
- Transport system and infrastructure
- Market development
- Funding

Active development

- Subsidization
- Transport nodes
- Information
- (De-) regulation
- Finances
4) Action points
Action points

- Private and public sector partnerships

- Public sector opens and enables - no need to pay for the operator

Challenges

- Process speed
- Municipality co-operation
What’s next?

1. Setting a target
2. Identifying a partner network
3. Open collaboration
4. Re-evaluation of targets
5. Scaling the solution

Interesting themes:

- Transport hubs
- Electric vehicles vs. automated driving
- Lowering building costs