



# IMOVE FINAL EVENT

26 November 2019, 09.30 – 15.30

TownHall Europe, Square de Meeûs 5-6, 1000 Brussels, Belgium

TIME	TITLE	SPEAKERS
9.30	Welcome coffee & registration	
10.00	Opening	Mohamed Mezghani, Secretary General UITP
10.15	IMOVE in a nutshell	Stefano Bianchi, Softeco – IMOVE Coordinator
10.30	Session 1:  How to create a successful MaaS	Moderator: Victoire Champenois, DGMOVE Panel: <ul style="list-style-type: none"><li>• Hans Arby, UbiGo (IMOVE)</li><li>• Babis Ipektsidis, Intrasoft (MaaS4EU),</li><li>• David Golightly, Newcastle Univ. (MyCorridor)</li><li>• Piia Karjalainen, MaaS Alliance</li><li>• Ian Catlow, London's European Office (POLIS network)</li></ul>
11.30	Session 2:  IMOVE Living Labs, towards a common EU approach	Moderator: Steven Sarasini, RISE Panel: <ul style="list-style-type: none"><li>• Turin LL – Matteo Antoniola, Maurizio Veronese, 5T</li><li>• Goteborg LL – Marita Albrektson, Västtrafik</li><li>• Manchester LL – Sam Li, TfGM</li><li>• Berlin LL – Corrado Alesso, Urbi</li><li>• Madrid LL - Sergio Fernández Balaguer, EMT</li></ul>
13.00	Networking lunch	
14.00	Session 3:  Beyond the IMOVE project	Moderator: Guido Di Pasquale, UITP Speakers: <ul style="list-style-type: none"><li>• MaaS and the young generation - Alessandra Gorini, Y4PT</li><li>• Transferability and Innovation pathfinder - Fabio Cartolano, FIT Consulting</li><li>• Innovation Pathfinder case study, CERTH/HIT</li></ul>
15.15	Closing remarks	Stefano Persi, Mosaic Factor
15.30	Closing coffee	





## Background & overview

The IMOVE project, which started in 2017, aimed to advance the use and scalability of Mobility as a Service (MaaS) schemes in Europe, ultimately paving the way for a “roaming” service for users at a European level. With transnational transit in mind, IMOVE researched solutions for improving MaaS at an operational level and its underlying business model.

IMOVE delivered enhanced real-time data collection about user needs and preferences, tools for the exchange of information and systems to enhance interoperability between different MaaS schemes and service components.

Project solutions were tested in five European Living Labs - Berlin, Göteborg, Greater Manchester, Madrid and Turin - all of which are currently engaged in MaaS development.

For more information about IMOVE, visit the project website: [www.imove-project.eu](http://www.imove-project.eu).

## How to register

Registration is mandatory for this event. To confirm your attendance, you can register via the following link: <https://efficy.uitp.org/event.p?id=6350>.

## Venue and further information

TownHall Europe  
Square de Meeûs 5-6, 1000 Brussels, Belgium  
<https://www.townhalleurope.eu/>

For further information about this event, don't hesitate to contact Sylvia Derveaux at [sylvia.derveaux@uitp.org](mailto:sylvia.derveaux@uitp.org)

