

The Innovative Mobility Landscape: The case of Mobility as a Service (MaaS)

Event for Japan

15th October, 2021 (9:00-13:00 CEST/ 16:00-20:00 JAPAN)

Context

Achieving sustainable mobility is a complex challenge. Electrification and digitalisation have the potential to align the impacts of travel within the Earth's carrying capacity, but achieving this collective challenge calls for profound behavior change and actions across all sectors. The contextual nature of mobility, and the legacy systems of provision, notably around the car, make change often difficult and slow. But the models are clear: Electrification is not the panacea, a rapid shift to lower emission modes as well as increase in load factors of vehicle, and a reduction of travel demand are required to achieve the climate targets set in the Paris agreement.

Objectives

The main objective of this webinar is to present the conclusions of the report "[The Innovative Mobility Landscape: The case of Mobility as a Service \(MaaS\)](#)", jointly produced by ITF and WBCSD, with a focus on the Japanese context. The event will share a framework for defining the path to sustainable mobility, provide insights from the ITF Transport Outlook 2021, and then discuss the role of digital mobility services and Mobility as a Service (MaaS) in achieving our common goals. A series of interactive interventions by speakers from the public and private sectors will outline the challenges and opportunities of MaaS and the means to realize them.

Event Structure: making the ITF-WBCSD Report relevant for Japan

The virtual Webinar will be hosted by [the International Transport Forum \(ITF\)](#) and [World Business Council for Sustainable Development \(WBCSD\)](#) Secretariat, using the Zoom video conferencing software with simultaneous interpretation services (English and Japanese), sponsored by [the Research Institute for Road and Street \(RIRS\)](#) and [Japan Transport and Tourism Research Institute \(JTTRI\)](#). Participants may download the application for free or connect through a web browser when they receive the meeting invitation.

The followings are identified as key themes for the event: *What are real challenges to achieve Sustainability in transport sector in Japan?*

1. MaaS as Eco system
2. Digital literacy
3. Demographic targets (urban areas / rural areas)
4. Data Infrastructure (data sharing, data syntax, the elements of data to be shared, data portability for travellers)
5. Public vs Private roles and the enablers of collaboration
6. Carbon reduction opportunities of MaaS

Agenda and speakers:

Time CEST (Japan Time)	Session and Speakers
	Master of the ceremony: Ms. Asuka Ito (Policy Analyst, ITF and co-author of the report)
09:00 – 09:25 (16:00 – 16:25)	Opening Session (25 min) <ul style="list-style-type: none"> • Dr. Young Tae Kim (Secretary-General, ITF) • Ms. Claire O’Neil (Managing Director Climate and Energy, WBCSD) • Mr. Yasuhiro Okanishi (Vice-Minister for International Affairs, Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Japan) • Mr. Masafumi Shukuri (Chairman, JTTRI)
09:25 – 09:55 (16:25- 16:55)	Key Note (30 min) <ul style="list-style-type: none"> • Key findings from the ITF-WBCSD Report presentation: Mr. Philippe Crist, Advisor - Innovation and Foresight (ITF) <p><u>Commentators:</u></p> <ul style="list-style-type: none"> • Mr. Matthew Baldwin (Deputy DG, EU MOVE, EU Commission, TBC) • Mr. Jacob Bangsgaard (MaaS alliance and CEO ERTICO - ITS EUROPE, TBC) • Dr. Haruo Ishida (Chairman, RIRS and Emeritus professor, University of Tsukuba)
	Moderated Panels with speakers
09:55 – 10:40 (16:55 – 17:40)	Panel 1: MaaS as Ecosystem (45 min) <p>MaaS is still very much an evolving concept, and its particular implementations depend on different levels of operational, informational and transactional integration. Japan presents a unique case where national government policy has sought to explore and adapt different MaaS models to specific targeted outcomes. This panel will focus on exploring the different roles that exist in Japanese MaaS Eco system. This will also feature the differences of the Japanese MaaS Eco system in comparison vs. other countries.</p>

Time	Session and Speakers
CEST (Japan Time)	<p>Moderator: Mr. Thomas Deloison (Director of Mobility, WBCSD)</p> <p><u>Discussants:</u></p> <ul style="list-style-type: none"> • Representative from Toyota Motor Corporation • Ms. Miki Haruyama (Division General Manager, Business Partnership Development Division, Nissan Motor Co., Ltd.) • Mr. Takashi Kanda (Manager, MaaS Planning, Digital Solution Headquarters, West Japan Railway Company) • Mr. So Morita (Manager, Transportation Infrastructure HQ, Tokyu Corporation) • Mr. Ichiro Kawanabe (Chairman, Nihon Kotsu Co.,Ltd.) • Representative from BNP Paribas S.A. (in partnership with Mizuho Bank)
10:40– 10:50 (17:40 – 17:50)	Break time
10:50 – 11:30 (17:50 – 18:30)	<p>Panel 2: MaaS where necessary to achieve societal outcomes</p> <p>Session 1: MaaS for more inclusiveness: Demographic challenges (40 min)</p> <p>The motivations for seeking to develop MaaS in Japan are diverse and typically go beyond simply wanting to mitigate the traffic, equity and environmental impacts of car use in urban contexts. MaaS promises to improve efficiency for better integration of existing public transportation. This session will explore how MaaS can contribute to improve demographic challenges and digital literacy issues that many Japanese communities are experiencing.</p> <p>Moderator: Ms. Jenny Milne (Founder of the Scottish Rural and Islands Transport Community (SRITC), Researcher at the University of Aberdeen, Member of the ITF Working Group Innovative Mobility for the Periphery)</p> <p><u>Discussants:</u></p> <ul style="list-style-type: none"> • Dr. Fumihiko Nakamura (Project Professor, The University of Tokyo) • Mr. Hiroshi Kato (General Manager, Connected and Shared Solution, Company Business Promotion Division, Aisin Co., Ltd.) • Mr. Yuki Saji (CEO and Founder, Boldly)

Time	Session and Speakers
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CEST (Japan Time)

11:30 – 12:05
(18:30 – 19:05)

Session 2: Multi-modality for decarbonisation (35 min)

The Government of Japan has declared that Japan would realize carbon-neutrality by 2050. This session will discuss whether the current Japanese mobility system is ready for achieving zero carbon emission, and how MaaS can contribute to tackle this challenge.

Moderator: Ms. Karen Vancluysen (Secretary General, Polis Network)

Discussants:

- Dr. Yoshihiro Suda (Professor, Advanced Mobility Research Center, Institute of Industrial Science (IIS) & Mobility Innovation Collaborative Research Organization (UTmobl), The University of Tokyo)
- Mr. Shigekazu Fukunaga (Director, ITS and Autonomous Driving Promotion Office, Automobile Division, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry (METI), Japan)
- Mr. Sampo Hietanen (CEO and Founder, MaaS Global Ltd, TBC)

12:05 – 12:45
(19:05 – 19:45)

Panel 3: Data architecture to enable MaaS (40 min)

Governance of transport services must consider the regulation of services and conditions of the transport service market, as well as the integration of transport services into multimodal offerings. Governance of MaaS should be vision-led, scaled to the right functional area and informed by a reactive monitoring and policy adjustment framework. There is no MaaS without data – or, more precisely, without data sharing among all MaaS stakeholders. This session will address the lessons learnt from data architecture to enable MaaS in Japan and European countries.

Moderator: Mr. Philippe Crist, Advisor - Innovation and Foresight, ITF

Discussants:

- Mr. Atsuya Kawada (Director, New Mobility Service Division, Policy Bureau, MLIT, Japan)

Time	Session and Speakers
CEST (Japan Time)	<ul style="list-style-type: none">• Mr. Thomas Geier (Eastern Region Transport Association, Austria; European Metropolitan Transport Authorities, TBC)• Representative from Amsterdam/Netherlands• Mr. Ryuji Omura (Senior Vice President, Technology Intelligence and Relations, Sony Group Corporation TBC)
12:45 – 13:00 (19:45– 20:00)	Next Steps: Towards a Sustainable transport in Japan through MaaS (15 min) <ul style="list-style-type: none">• Mr. Thomas Deloison (Director of Mobility, WBCSD)• Mr. Jari Kauppila (Head of Quantitative Policy Analysis and Foresight, ITF)• Dr. Haruo Ishida (Chairman, RIRS / Emeritus professor, University of Tsukuba)

About the report:

The report results of 18 month of work led by the ITF and WBCSD, based on the latest research and a series of events gathering more than 30 experts across regions the reports does healthy stock taking of actions to adopt, enable and support MaaS as a mean to enable the urgent transformation of mobility systems towards sustainability. You can freely download the “The Innovative Mobility Landscape: The case of Mobility as a Service (MaaS) Report” here: <https://www.itf-oecd.org/innovative-mobility-landscape-maas>.

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