

# MAAS SCOTLAND ANNUAL CONFERENCE 2019 OFFICIAL PROGRAMME

Thursday 20th June 2019 | Radisson Blu, Edinburgh



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## 08:50 REGISTRATION, NETWORKING AND REFRESHMENTS

ST GILES ROOM

## 09:20 SESSION 1: KEYNOTE PRESENTATIONS 1

DUNEDIN ROOM

### 09:20 Welcome

Dr Alastair McInroy, Senior Programme Manager, Technology Scotland

### 09:35 Cabinet Secretary Address

Michael Matheson MSP, Cabinet Secretary for Transport, Infrastructure and Connectivity

### 10:05 MaaS Investment Fund

Heather Cowan, (Acting) Assistant Director, Transport Strategy and Analysis, Transport Scotland and Juliet Bell, Commercial and Marketing Manager, Smart and Integrated Ticketing, Transport Scotland

### 10:20 Towards open MaaS and impact on (future) policy

Eric Mink, Programme Manager, National Maas Pilots, Dutch Ministry of Infrastructure and Water Management

## 10:50 NETWORKING BREAK

ST GILES ROOM

## 11:20 SESSION 2a: APPLICATIONS OF MAAS IN RURAL AREAS

DUNEDIN ROOM

### 11:20 Integrated rural mobility - case Finland

Jenni Eckhardt, Senior Scientist, VTT Finland

### 11:45 Rural MaaS: Where are we at?

Jenny Milne, Owner, JLM

### 12:10 Activity based modelling for a sustainable introduction of new mobility services in rural areas

Dr. Patrizia Franco, Senior Scientist, Connected Places Catapult

## SESSION 2b: THE FUTURE RELATIONSHIP OF MAAS AND CAV

HOLYROOD ROOM

### CAV and MaaS - retrospective missing links?

Ben Foulser, Associate Director, Transport Strategy, KPMG

### The Oslo study: Measuring the impacts of shared mobility

Paul Speirs, Director, Project Management and Services, PTV Group

### An introduction to the Bicester MaaS:CAV Feasibility project

Simon Young, Co-founder, forty two

## ROOM INFORMATION

### DUNEDIN ROOM

GROUND FLOOR/ENTRANCE LEVEL | USED FOR SESSIONS 1, 2a, 3a and 4

### ST GILES ROOM

LOWER LEVEL (ACCESSIBLE VIA STAIRS OR LIFT) | EXHIBITION, NETWORKING AND CATERING AREA

### HOLYROOD ROOM

GROUND FLOOR/ENTRANCE LEVEL (NEAR RECEPTION/CHECK IN) | USED FOR SESSIONS 2b and 3b

12:35	<b>LUNCH</b> <i>ST GILES ROOM</i>	
13:35	<b>SESSION 3a: SUPPORTING MORE INCLUSIVE TRANSPORT</b> <i>DUNEDIN ROOM</i>	<b>SESSION 3b: GOVERNANCE AND BUSINESS MODELS</b> <i>HOLYROOD ROOM</i>
13:35	<i>Making MaaS accessible</i> Sandra Witzel, Marketing Manager, SkedGo	<i>How can MaaS fly?</i> Alex Stewart, General Manager, Siemens IMS
14:00	<i>How shared transport can offer low income and hard to reach groups access to services and promote health and wellbeing</i> Chris Slade, Director for Scotland, CoMoUK	<b>TBC</b> Oz Choudhri, Head of Future Mobility, Enterprise
14:25	<i>Joining the dots on inclusivity and accessibility</i> Paul Everson, Product Manager, Trapeze Group	<i>Satisfying transport preferences or promoting sustainable choices? Potential pitfalls of MaaS design for developers and transport authorities</i> Dr. Kate Pangbourne, Academic Fellow, University of Leeds
14:50	<b>NETWORKING BREAK</b> <i>ST GILES ROOM</i>	
15:20	<b>SESSION 4: KEYNOTE PRESENTATIONS 2 AND SME SHOWCASE</b> <i>DUNEDIN ROOM</i>	
15:20	<b>SME SHOWCASE: PART 1</b>	
15:40	<i>MaaS: A win for the individual and a win for us all</i> Andy Taylor, Director of Strategy, Cubic Transportation Systems	
16:10	<b>SME SHOWCASE: PART 2</b>	
16:30	<b>TBC</b> Graeme Scott, Director, IBI Group	
17:00	<b>SUMMARY AND CLOSE</b> <b>** BREAK **</b>	
18:30	<b>DRINKS RECEPTION AND CONFERENCE DINNER</b> <i>CANONGATE ROOM AND ST GILES ROOM</i>	