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MyCorridor Facts & Figures
MyCorridor – Mobility as a service in a multimodal European cross-border corridor
Start date: 1st June 2017
Duration: 36 Months
Partners: 17

Find out more at www.mycorridor.eu

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MyCorridor Project

MyCorridor Pilots
User testing will be conducted in 6 pilot sites across Europe including cross-border journeys through Europe with over 400 travellers and service providers.

Users
Diverse types of travellers (tourists, business, commuters, people with various access needs, etc.) will have an opportunity to share with us their existing travelling needs and preferences with existing services and have a hands-on experience with MyCorridor services and packages through both laboratory tests (1st phase) and real-life pilots (2nd phase).

Services and business providers will have an opportunity to test and use our easy and quick integration process into the MyCorridor platform and be part of our community and growing ecosystem!

Pilots
The first round of testing will be conducted with service providers and travelling from various groups (e.g., business, tourists, commuters, etc.) in order to ensure positive, comfortable and convenient traveller experience and high usability of the MyCorridor platform.

User testing will start in November 2018 with over 100 users across pilot sites.

In the second and final round of testing, over 300 real travellers across Europe will use the packages offered by MyCorridor platform to organize, book and complete their journeys by taking advantage of the MyCorridor loyalty schemes and incentives! Our travellers’ real-life experiences and interactions will constitute a major step towards building the MyCorridor ecosystem, a comprehensive and growing platform, addressing diversity in travelling needs and preferences in Europe.

If you are a mobility service provider and want to support us into making the MyCorridor a usable and fun place to plan your travels and you want to share your ideas and shape the future MaaS transportation market, please contact Maria Gkemou - mgemou@certh.gr to participate in any of our upcoming user studies.

The MyCorridor platform complies with the MaaS Alliance API design guidelines and mobility service providers are encouraged to follow the same approach to facilitate the integration. For more information visit http://maas-alliance.eu.

If you are a user who wants to support us into making MyCorridor a usable and fun place to plan your travels and you want to share your ideas and shape the future MaaS transportation market, please contact Maria Gkemou - mgemou@certh.gr to participate in any of our upcoming user studies.

Assessment and results
The socio-economic and environmental impact will be assessed based on real-life data collected during the pilots to allow a thorough impact assessment of the solution.

MyCorridor Consortium
What's new in MyCorridor

THE MISSION
Replacing private vehicle ownership by private vehicle use is one of the key elements in an integrated/multi-modal MaaS chain. This modal shift can be achieved by combining connected traffic management and multi-modal services. To fulfill this objective, MyCorridor will develop an innovative platform based on mature and ITS, that will deliver a technological and business MaaS solution.

MyCorridor will enable the emergence of a new business actor across Europe - the one of the Mobility Services Aggregator - by catering for interoperability, open data sharing, as well as tackling the legislative, business related and travel-behavior adaptation barriers.

THE INNOVATION

What can you expect from MyCorridor?

- Expansion of MaaS concept to cross-border corridors, by bringing together different MaaS issuers of various cities and regions that will be now be interconnected and able to offer together a seamless travel experience.
- Novel technological and business platform supporting direct interaction with service providers and travellers through mobile apps that will be able to enjoy inclusive, personalized, flexible and integrated multimodal travel services.
- Modernisation of the mobility market by introducing new business models, payment schemes (Mobility Tokens) and business roles (Mobility Services Aggregator).
- Support of the ITS Directive (40/2010) priorities; turning the project results to trailblazers for successful policies guidelines in this area.
- Inclusion of (Interactive) Traffic management into the MaaS value proposition; expanding TM2.0 to multimodal trips and MaaS (towards TM2.1).
- Allowing all citizens to realise seamless MaaS-based travel around Europe in a much cheaper, comfortable and environmentally friendly way.

Where is MyCorridor today?
MyCorridor has follows a user and market driven iterative approach, defines its Use Cases that constitute a guide for implementation and demonstration in its context. The starting point of the approach has been the positioning of MyCorridor in the MaaS context as well as of its ecosystem. Strategic initiatives, priorities and policies have been studied so as to determine how authorities, organisations, the EU and private partnerships view MaaS. The depiction of the current MaaS landscape in market and research both followed in order to make clear what is the anticipated placement of MyCorridor in the market. In turn, all stakeholders (including traveller) needs and priorities with respect to MaaS have been recognised through literature surveys, focus groups in the pilot sites of the project, massive online surveys across the EU and a Pan-European workshop with experts. As a result, the key success and failure factors, barriers and enablers for MaaS deployment have been identified, while the impact of external trends is still being explored.

What’s behind MyCorridor …

A disruptive Mobility-as-a-Service (MaaS) culture
A One-Stop-Shop: a technological and business platform for urban and interurban mobility services that are multimodal, seamless, flexible, reliable, user-friendly, all-inclusive, cost-effective and environmentally sustainable
A personalised, context-aware and inclusive mobile app for travellers
An aggregator of mobility, infomobility, Traffic Management and added value services to provide a novel and holistic MaaS experience for all types of travellers
An integrator for MaaS vehicles into a multimodal service chains platform, specifically enabling a paradigm shift for car users, by driving the “vehicle world” towards MaaS, using TM2.0 platform as the initial enabler
A new business paradigm putting forward actor and modal for pan-European cross-border adoption, introducing the role of the “Mobility Services Aggregator”
Recommendation incentives and promotion strategies for the new MaaS concept
Setting a legal framework for turning MaaS into reality
A demonstrator of the new concept through two iterations with real travellers and service providers through interconnected pilots across a European corridor paving the way for a thorough impact assessment

What can you expect from MyCorridor?

- Mobility enhancement targeted for the project’s Pilot sites +10%
- Mobility enhancement for the elderly and disabled travelers at project Pilot Sites +25%
- Traveling around Europe will be cheaper, comfortable and environmentally friendly way.