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- SCALE-UP is a 48-month EU-funded Innovation Action. Started in June 2021.

- It explores how 28 mobility measures can improve the connectivity and resilience of complex multimodal transport systems.

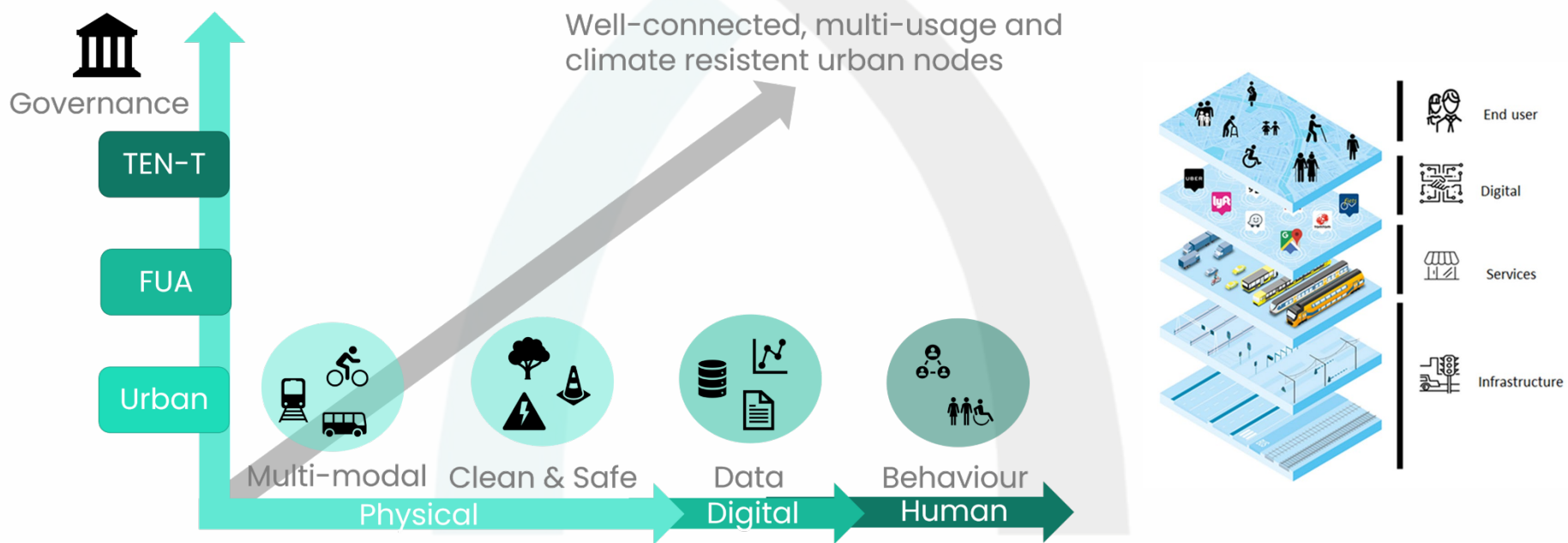- Antwerp, Madrid and Turku are the SCALE-UP urban nodes.

SCALE-UP
User-Centric & Data Driven Solutions for Connected Urban Poles

- Objectives
  - Improve multi-level governance
  - Develop well connected multimodal nodes
  - Develop data-driven mobility strategies & tools
  - Provide access to clean, safe & inclusive mobility solutions
  - Nudge travel behaviour
  - Accelerate take-up of innovative solutions & strategies
- Urban mobility innovations available today have a limited scale and adoption because they fail to account and combine the appropriate needs and requirements from the relevant stakeholders.
  - Public and private operators, different typologies of users, cities and economic environments…

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User-Centric & Data Driven Solutions for Connected Urban Poles

- SCALE-UP aims to combine the planning, design, implementation and impact evaluation of urban mobility measures in 2 dimensions:

- SCALE-UP is implementing 28 mobility measures around 5 intervention areas
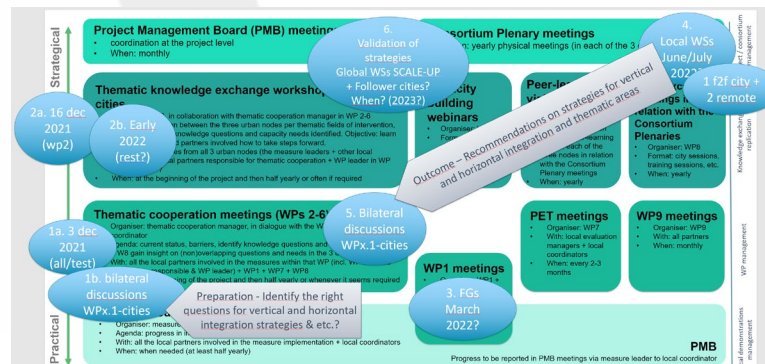
	Antwerp	Madrid	Turku
Governance	**A1:** Scaling up multilevel governance and cooperation to the Antwerp Transport Region **A2:** A MaaS ecosystem and collaborative Governance Framework	**M1:** Multi level governance and stakeholder cooperation in Madrid metropolitan area	**T1:** Multilevel governance and cooperation to develop sustainable travel chains in Turku region and Southwest Finland
Multimodal hubs	**A3:** Multi modal mobility hubs and network optimisations in Antwerp Transport Region	**M2:** Improving multimodal hubs with Park & Ride + public transport at regional level **M3:** Fostering sustainable first and last mile logistics by mobility hubs	**T2:** Implementing mobility hubs in the Turku region **T3:** Introducing MaaS ticket combos and adaptive parking in Turku region
Data	**A4:** NxT Mobility data strategy: management tool for multi modal mobility **A5:** Towards a better intraport flow freight management by using smart data	**M4:** Data driven mobility management and Integration of data, digitalisation and MaaS in the Madrid metropolitan area	**T4:** Creating a mobility portal combining personal transportation and logistics **T5:** Implement a Real time regional mobility data platform
Clean, Safe & Inclusive	**A6:** The Ring road as a highway for green energy **A7:** (Electric) bike sharing scheme for the Antwerp Transport Region **A8:** Safe routing for freight transport including collection of freight data	**M5:** Scaling up shared (and active) e-mobility services in Madrid Metropolitan area **M6:** Promoting clean mobility (zero emissions) with supply/storage solutions **M7:** Promoting active mobility by deploying car-free areas	**T6:** Speeding up inclusive cycling in Turku **T7:** Fostering carbon free city logistics and construction sites
Behaviour	**A9:** Nudging and incentivising sustainable travel **A10:** Active travel campaigns and events as a catalyst for sustainable travel	**M8:** Nudging multimodality at regional level	**T8:** Incentivisation of mobility services in Turku **T9:** Mobility guidance in connection with events and exceptional circumstances **T10:** Winter as a mobility season

- SCALE-UP strategies for integration (WP1) and evaluation (WP7) activities work together with Dissemination (WP9) and Knowledge Exchange (WP8) in order to build up a community that confidently assess the implementation and impact of the measures:

  - Within their scope
  - Their potential scalability
  - Their potential integration

What are the challenges?
What are the barriers?
Is there awareness on…?

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- So far in all intervention areas a 1st round of consultations with SCALE-UP nodes and the subsequent analysis and knowledge exchange meetings have taken place.

- Some results, focusing on DATA intervention field
  - Reluctance from stakeholders to share information. There are a variety of reasons, from privacy to business operative.
  - Even if there is an agreement to share information, there are issues on availability, quality, exchange formats, even within the same organisation.
  - Administration structures are different in each case, and it needs to be seen what lessons on good practices could be extracted.
  - Incidentally, there has been no issues in the implementation of the measures as initially planned. They are entering their final deployment stage, and starting validation for all 3 SCALE-UP nodes.

Does this mean that governance and pushing for cooperation amongst public stakeholders (first) is the major lesson here?

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- From now on, DATA measures will be focusing on:
  - Data collection procedures (technical and administrative).
  - Integration and exchanges of data -> Standardisation
  - Visualisation of information for the users. There is a lot of information available on passenger and freight mobility.
  - Real data is a must for the DATA measures themselves

  - Real data is also integral for performance monitoring, indicators follow-up for existing SUMPs / SRUMPs, and impact evaluation of the measures and the strategies proposed in the project.

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THANK YOU FOR YOUR ATTENTION

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