



Smart Transportation Alliance

2022 Annual Conference
& Innovation Awards

**Examining the value proposition of the
shared mobility hub – Lessons from the
eHUBS project**

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- Doctoral candidate @ University of Antwerp – Department of Transport and Regional Economics (TPR)
- Dissertation topic
Analysing the supply-perspective of the shared mobility transition: The current and future landscape of shared mobility services and the role of mobility hubs.
- eHUBS – Focus on value proposition of eHUBS' networks



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Current situation & challenges

Why (e-)mobility hubs?

1. Lack of digital and physical infrastructure for new and conventional mobility services
2. Integration potential with public transport
3. Potential for public-private partnerships



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Current situation & challenges

What is The Mobility Hub?



Amsterdam



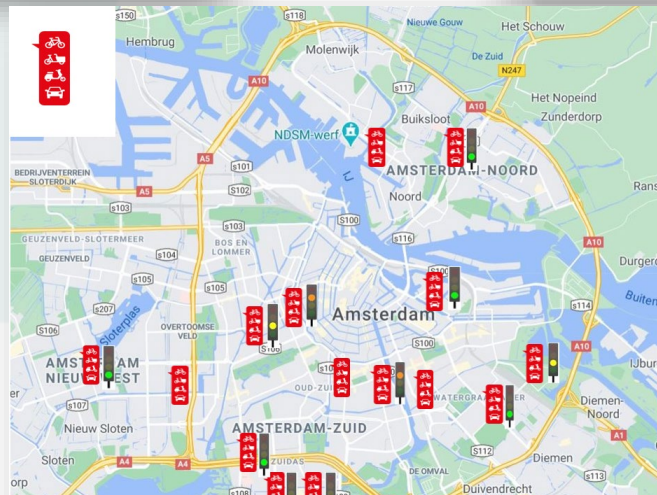
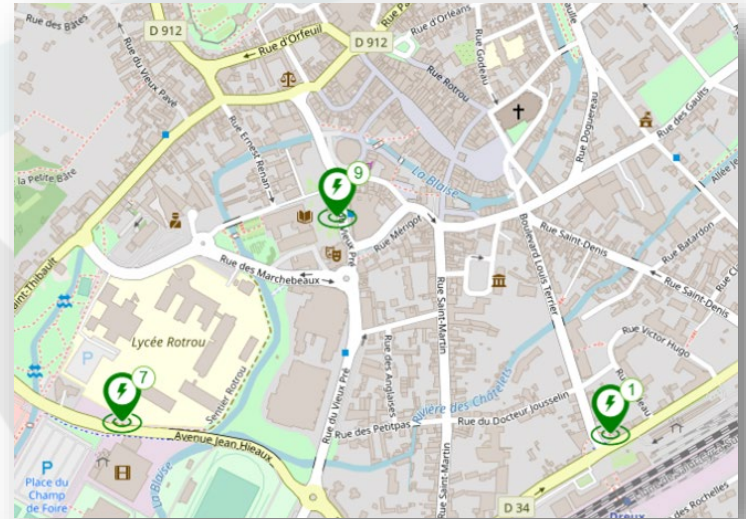
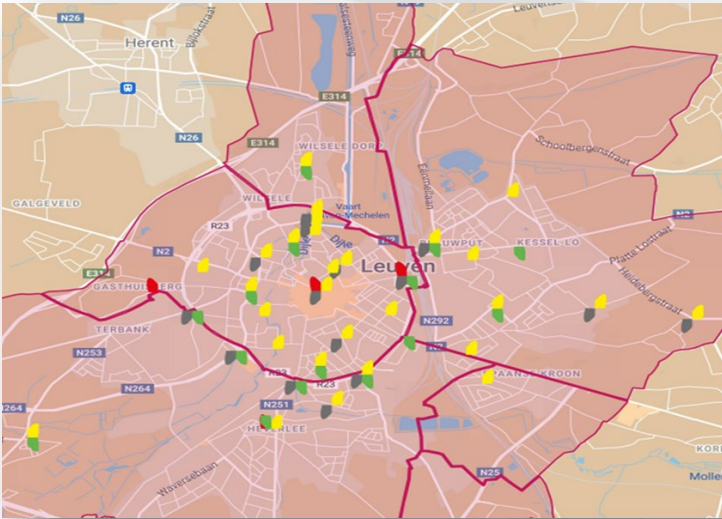
Leuven



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Current situation & challenges

What does the network consist of?





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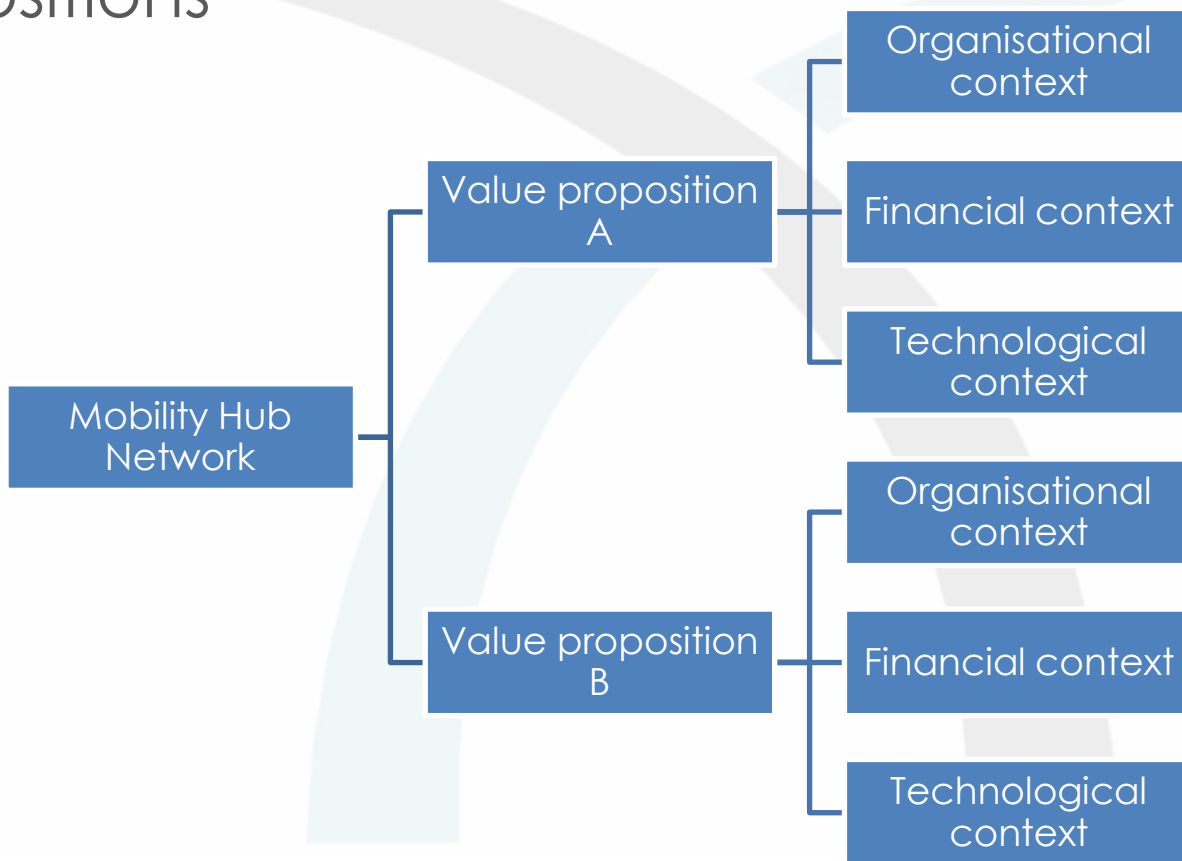
Current situation & challenges

Which different use-cases can a network of mobility hubs serve?

→ Business model approach

Current situation & challenges

Business model approach – identifying value propositions





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Current situation & challenges

The value propositions

Business model blueprints

First-last
mile hub
network

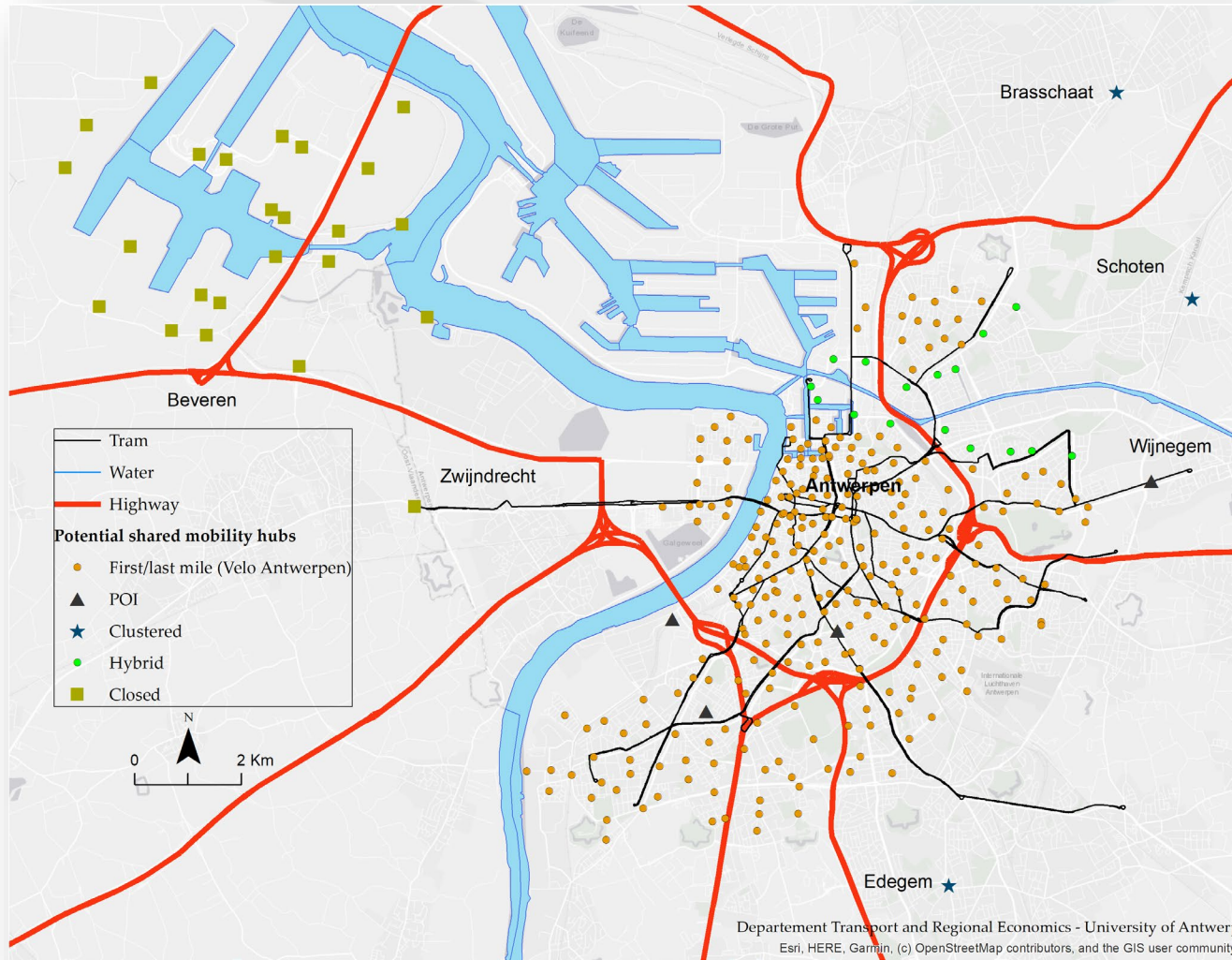
Clustered
hub
network

Point-of-
Interest
hub
network

Hybrid
hub
network

Closed
hub
network

The value propositions

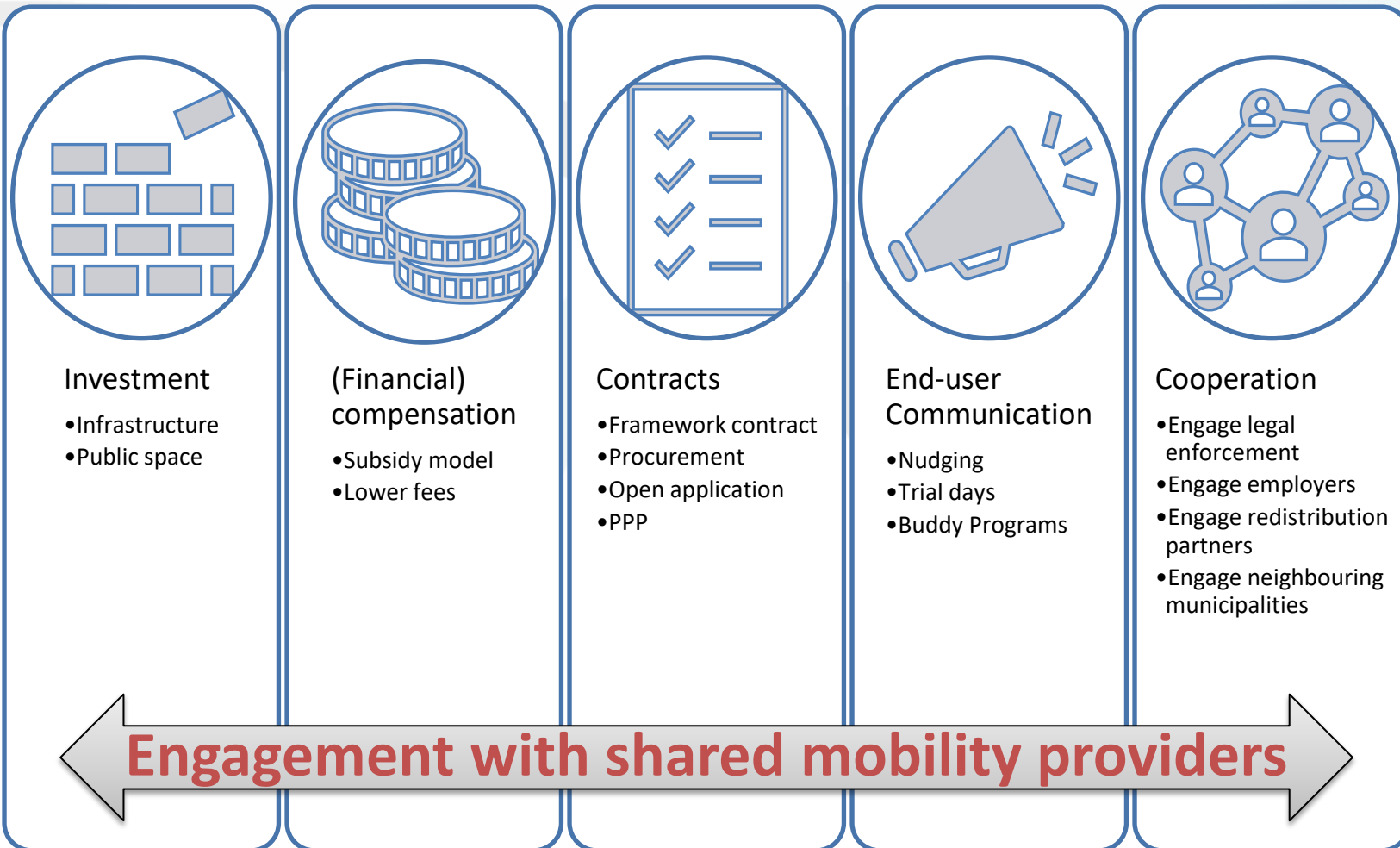


Current situation & challenges

Different value propositions in practice – Lessons from eHUBS

- Objectives of authority \neq Value proposition and composition of the network
- Difficult to integrate other (key) stakeholders
- Business model of the shared mobility provider(s) not aligned - Look for potential forms of PPS
- Public transport at the centre

The way ahead





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**THANK YOU
FOR YOUR
ATTENTION**

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