

Mobility-as-a-Service Gets a Boost in Norway

Trondheim/Norway, May 24, 2022 - A consortium led by FOURC was one of the few winning project applications in the latest Pilot-T mobility R&D call from the Research Council of Norway. The *MaaSeKOPP* project will provide innovative MaaS solutions and huge-scale MaaS demonstrations in Vestland county and in Trondheim city.

The €1.4 million project will provide not only a real, live implementation of MaaS in the two areas, but also deliver an all-new MaaS business model simulation tool, provided with the help of **SINTEF** as one of the partners in the project. The tool will facilitate the implementation of a *sustainable business model* in which both private and public mobility providers can offer their services using a common solution. In such a setup, it is essential to achieve a necessary level of *trust* between partners who sometimes could be competing for the traveller.

SKYSS, the public transport authority in Vestland county, is a project partner. Vestland includes Bergen city, the second largest city in Norway. By having SKYSS as a key partner, a unique testing ground for the MaaS rollout exists, using their customer base of several hundred thousand travellers.

UNIBUSS EKSPRESS, part of the Unibuss group, and **NORGESTAXI** will be the second demonstration case in the city and neighbourhood of Trondheim, in which UNIBUSS EKSPRESS today provides the airport express bus services under the brand name Vaernes-Ekspressen, and where NORGESTAXI is one of the major taxi companies.

The project will benefit from **ITS NORWAY**'s extremely valuable competence and services relating to previous experience, data-sharing insight, standardisation work, know-how, and wide international network.

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About FourC

FourC is an SME in Trondheim (Norway), providing services and solutions for mobility, smart city, energy and tourism. The company has 9 employees, in addition to an off-shore development office in Asia. FourC has been involved in several R&D activities in recent years, including the huge €30 million H2020 Smart City project +CityxChange, from which some of the core mobility technologies have evolved. Read more at www.fourc.eu.

About SINTEF

SINTEF is one of Europe's largest independent research organisations and has developed solutions and innovation for society and customers all over the world for more than 70 years. Our vision is "Technology for a better society". SINTEF Digital conducts research and innovation in digital technologies to meet the opportunities created by digitization and digital transformation. Read more at www.sintef.no.

About Skyss

Skyss is responsible for public bus, light rail, boat and ferry services in Vestland County. Skyss is a unified competence body for mobility and public transportation in the county, and we work to achieve the political objectives for public transportation and mobility services defined by the county council. Read more at www.skyss.no.

About Unibuss Ekspress

Unibuss Ekspress is an express bus company that operates the express bus route Lavpriseksiexpressen, and the airport bus routes OSL-Ekspressen, Torp-Ekspressen and Værnes-Ekspressen. Unibuss Ekspress is a subsidiary of the Unibuss group, which with its 1,660 employees is the largest subsidiary of Sporveien AS in terms of number of employees. Read more at www.unibuss.no.

About Norgestaxi

Norgestaxi is Norway's largest nationwide taxi company, with cars in Oslo, Bergen, Trondheim, Stavanger, Ålesund, Drammen, Kongsberg and Bodø. Norgestaxi is part of the Cabonline Group, which is the Nordic region's leading taxi company with over 3,000 taxi companies with 5,700 vehicles in Norway, Sweden, Denmark and Finland. Read more at www.norgestaxi.no.

About ITS Norway

ITS Norway is a membership association for all players in the transport industry, promoting the development and coordination of Intelligent Transport Systems (ITS) in Norway. The association has around 80 members and partners from all transport modes, research, education, industry, service providers, public transport agencies and municipalities/county municipalities. The network covers both passenger and freight transport. Read more at www.itsnorway.no.