The NEMU RIG

Establishing the Nordic region as a frontrunner in sustainable mobility through Smart Connectivity

Søren Sørensen, ITS Danmark
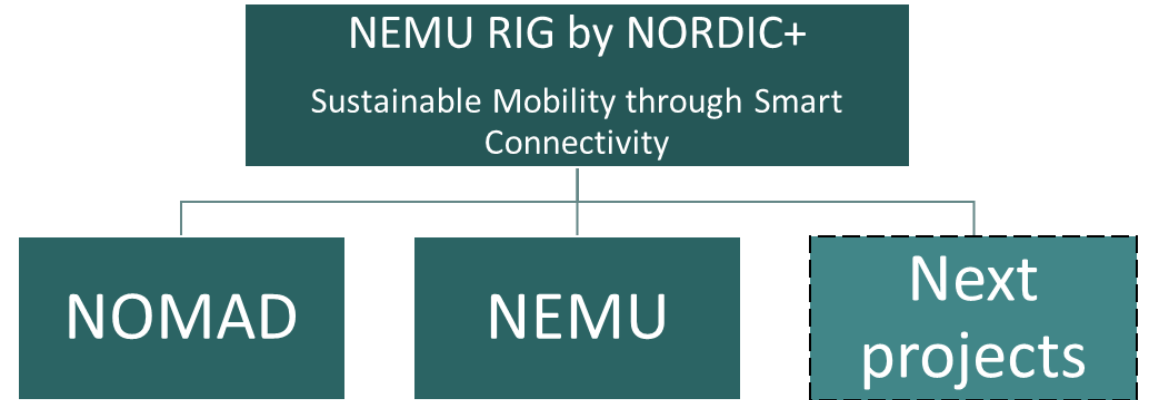
The NEMU RIG

Project owner:	ITS Nordic+
Partners:	ITS Norway, ITS Finland, ITS Danmark, ITS Sweden, ITS Island
Budget:	2,0 MNOK. (1.0 MNOK from Nordic Innovation and 1.0 MNOK in kind)
Duration:	Funded 3 years (2024-2027)

NEMU RIG by NORDIC+

Sustainable Mobility through Smart Connectivity

NOMAD NEMU Next projects

Mission

The NEMU RIG is a long-term collaboration platform organized as an innovation ecosystem to support scaling of smart connectivity solutions in the Nordic region

Nordic Innovation

nemu

The NEMU RIG: Accelerating sharing of operational data in a mobility ecosystem.

Data Sharing

Enable Nordic mobility companies and other public and private stakeholders to share data, as data sharing could contribute to optimizing operations and to a more climate-efficient and profitable mobility sector

Competitive & Sustainnable

To realize a viable business case and to act on opportunities which could strengthen the competitiveness of the Nordic region while accelerating the transition to sustainable mobility.

Accelerate through Pilots

To support the implementation of successful pilots/projects that are mature but have yet to be realized.

Nordic Innovation

nemu

A vision for the future of mobility in the Nordics 2030

People in the Nordics will choose public and other forms of **shared mobility options**

Users of mobility services are **used to multimodal journeys**

*Mobility as a Service (MaaS) as a concept is well-established and cherished, **trusted** and hence widely used by citizens*

*Mobility data is used to provide seamless services between operators, to optimize the system's operation, and to **nudge users to make better choices**.*

Working together, this diverse and collaborative ecosystem of stakeholders including mobility data for public transport authorities (PTAs), data aggregators, service providers, public actors, among others – has been able to find **common ground** in a clear vision of how to tackle a Nordic-wide **data-sharing platform** and demonstrated how this could be done with real use-cases.

*The Nordic model has been a **success story** and has been deployed/**export**ed to Europe and other parts of the world, **generating business and jobs**.*

Source: Nordic Innovation

Nordic Innovation

nemu

Scenario: MaaS Roaming 2030

In 2030, there are at least 4 National/regional MaaS players in the Nordics

They show all mobility actors who publish data in NAPs

EU regulation has created an open marketplace for selling mobility services and thus a sound business foundation for MaaS agency operation including MaaS roaming.

Roam like home for MaaS

You can plan book and pay for mobility services for any journey in and between the Nordic countries – in one go - using your "home" MaaS app


Nordic Innovation

nemu
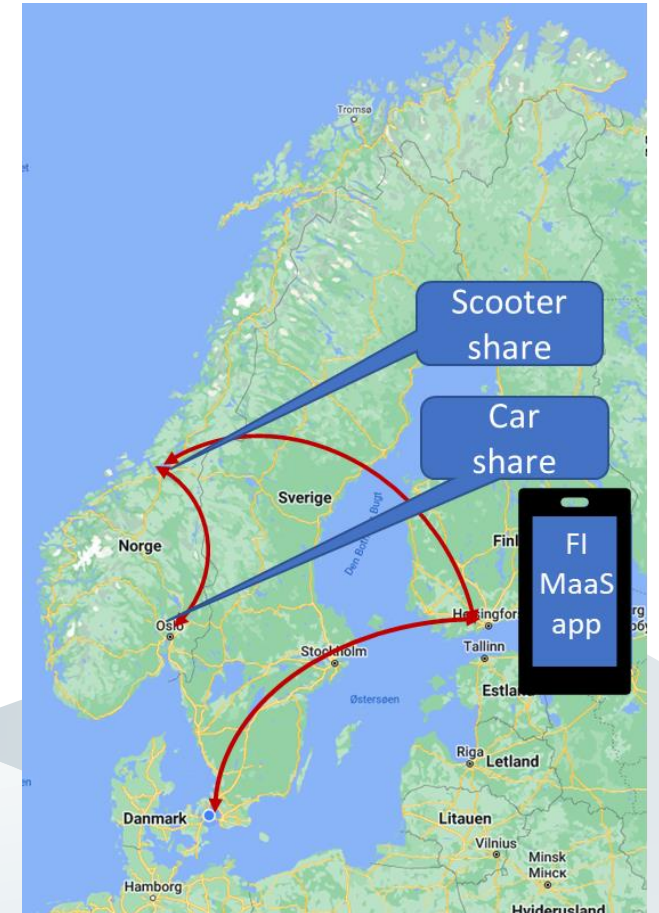
Expected outcomes of RIG initiatives

✓ New Nordic sustainable business models and solutions within mobility, logistics and connectivity.

✓ Impact and value creation for Nordic businesses, contributing to global competitiveness of Nordic countries.

✓ Positively impact real use cases, with real users in specific contexts.

✓ Improved collaboration and governance for data sharing aiming at scaling of a Nordic model taking into account semantics, standards and regulations.

✓ Synergies with ongoing projects and initiatives, demonstrating value for mobility in a wider context. It is important to avoid duplications or inefficient overlaps with other existing projects.

✓ Impact aligned with the joint Nordic Vision 2030.

Open Mobility Data from NAP's

National Access Point – Common standards
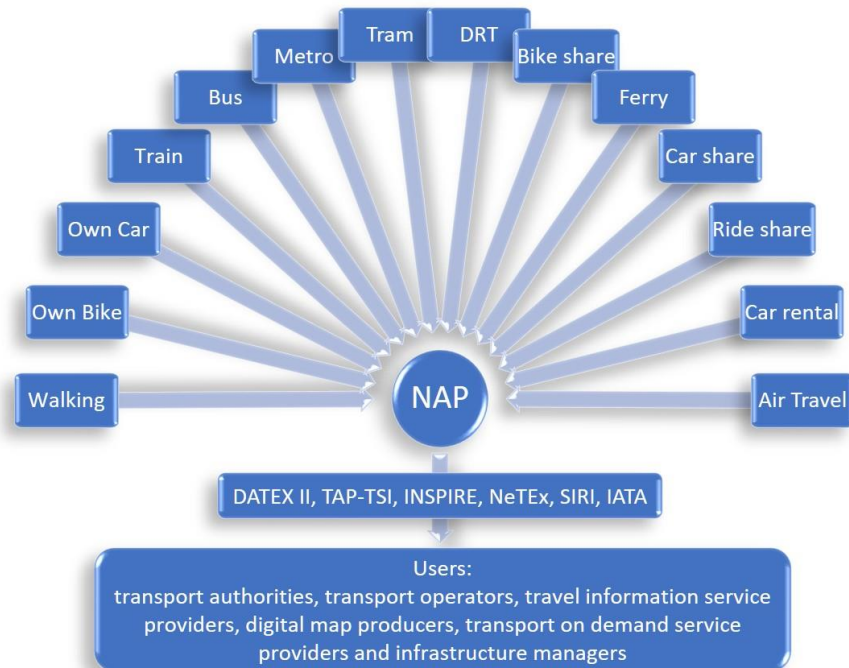
Based on: COMMISSION DELEGATED REGULATION (EU) 2017/1926 of 31 May 2017   Graphics: SFMCON

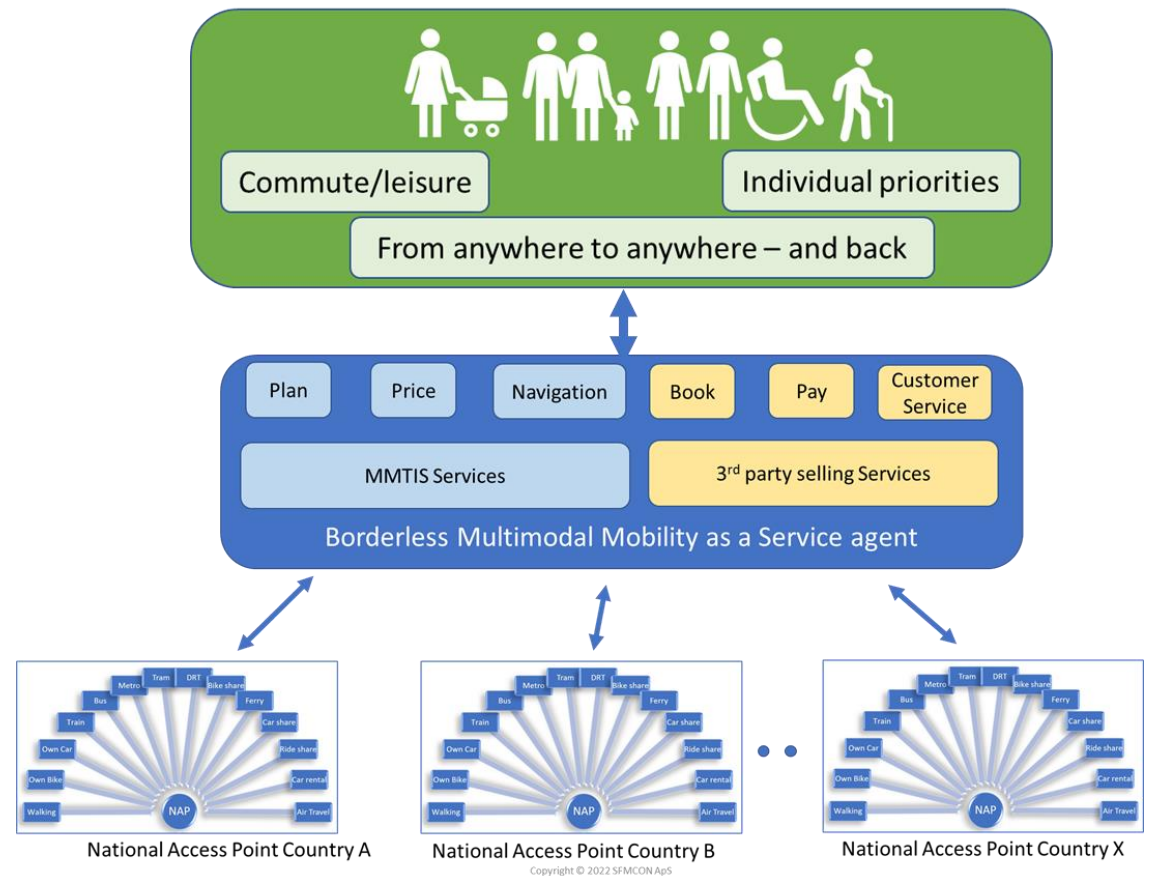The National Access points in all EU+ countries follows same standards

The source of open mobility data for borderless multimodal travel planning and navigation

Borderless MaaS agent

Open mobility data from Nordic+ NAP's

The MaaS agent delivers multimodal travel services from anywhere in the Nordics to anywhere else – and back.

Strictly adherence to the EU regulations

Commute/leisure

Individual priorities

From anywhere to anywhere – and back

| Plan | Price | Navigation | Book | Pay | Customer Service |

MMTIS Services

3rd party selling Services

Borderless Multimodal Mobility as a Service agent

National Access Point Country A

National Access Point Country B

National Access Point Country X
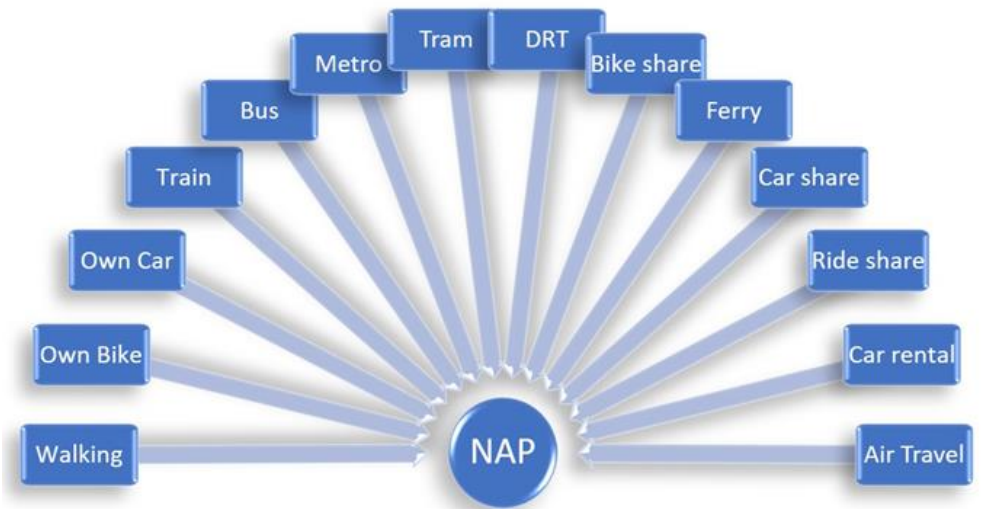
Copyright © 2022 SFMCON ApS

We need your input

The next project to accelerate the transition towards discovery, planning, booking, payment and navigation - in one go of multimodal trips throughout the Nordics and beyond?

What next steps are needed to include all multimodal, cross-border travel options in a unified service?

Trust in transparent and unbiased guidance?

How can travelers trust the MaaS agent service to deliver a complete, unbiased list of travel options?   <word cloud>

cial Journal of the European Union   L 272/9

Article 8

Requirements for service provisions reuse of travel and traffic data and linking of travel information services

1.   The travel and traffic data listed in the Annex and the corresponding metadata including information on the quality thereof shall be accessible for exchange and reuse within the Union on a non-discriminatory basis, through the national or common access point and within a time-frame that ensures the timely provision of travel information services. They shall be accurate and up to date.

2.   The data referred to in paragraph 1 shall be reused in a neutral manner and without discrimination or bias. Criteria used for ranking travel options of different transport modes or combinations thereof, or both, shall be transparent and not be based on any factor directly or indirectly relating to the user identity or, if any, the commercial consideration related to the reuse of the data and shall be applied on a non-discriminatory basis to all participating users. The first principle travel itinerary presentation shall not mislead the end-user.

Nordic Innovation

nemu

Call for action

NEMU Events

Next Webinars:

May 13 and Sep 16

NEMU Conference 2025:

Oslo, Oct 27.

Enrich the NEMU RIG project :

☐ Ideas to projects

☐ Eyes and ears for funding

☐ Spread the word

☐ Become part of the journey

☐ Align on open mobility standards

Nordic Innovation

nemu

More on NEMU and NEMU RIG

Follow the NEMU project here
NEMU - ITS Nordic Plus

Point of contact for NEMU and
NEMU RIG:

Søren Sørensen: sos@sfmcon.com