



PriMaaS supports the integration of traditional modes of collective transport with personal and innovative ones by creating equitable mobility services truly focused on citizens' needs.

PriMaaS Complementary Objectives

- To engage regional stakeholders and increase levels of confidence among each other. New sources of data (including the production of mobility services) can be shared in common online repositories to facilitate the exchange of information thus, allowing further tuning of the mobility services towards citizens' requirements.
- To deliver high-quality training and resources to policy-makers and regulators. The new concept of MaaS brings new opportunities to promote sustainable mobility, but also some risks. More qualified professionals will certainly be better able to adapt policy instruments to new paradigms in transport sector.
- To place technology at the service of local citizens. The receptivity to new mobility services can be very different from region to region according to the socio-economic and demographic context.

An interregional cooperation project for improving low-carbon economy policies

Project Partners

University of Aveiro (PT)
 Intermunicipal Community of the Coimbra Region (PT)
 TTS Italia (IT)
 Intelligent Transport Systems Romania – ITS Romania (RO)
 University of Applied Sciences Erfurt (DE)
 Timisoara Municipality (RO)
 Liguria Region (IT)
 eGovlab - Stockholm University (SE)
 Council of Tampere Region (FI)
 South East of Scotland Transport Partnership (UK)



Low-carbon
economy

€

1,31 M
ERDF



Aug 2019
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European Union
European Regional
Development Fund

www.interregeurope.eu/primaas

What is Interreg Europe?

Interreg Europe helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.



Phase 1

August 2019 to January 2022

Each partner region must:
Share experience, ideas and know-how, identify good practices
Set up a stakeholder group
Participate in the Interreg Europe Policy Learning Platform
Produce an action plan

Phase 2

February 2022 to January 2023

Each partner region must:
Monitor progress of the implementation of their action plan
Pilot actions may be supported

Introduction

Besides all transport-related benefits, the transport sector also involves negative externalities – noise, air pollution, accidents and congestion.

In 2016, road transport contributed nearly 21% of the EU's total emissions of carbon dioxide (CO₂), the main greenhouse gas.

Information and Communication Technologies (ICTs): potential to improve the efficiency of networks, reducing negative impacts on the environment.

Mobility-as-a-Service (MaaS): offers tailored mobility solutions based on citizens' individual needs.

Regional policy instruments:

key role in supporting the introduction of MaaS
contribute to low carbon transport policy-goals,
social inclusion and increased levels of accessibility.



PriMaaS Project Objectives

To create a knowledge hub to support regions fostering MaaS ensuring:

- i) mobility solutions focused on citizens' needs;
- ii) low carbon mobility solutions as good options from the citizen's perspective in terms of comfort and price.

