

THE URBAN MOBILITY COUNCIL

P E R C O R S I D E L L E N U O V E M O B I L I T À

LAUNCH OF THE URBAN MOBILITY COUNCIL, THE THINK TANK FOR FUTURE MOBILITY

Milan, 9 June 2022 - The Urban Mobility Council, the Mobility Think Tank was launched today with the aim of bringing together institutional stakeholders, universities and companies involved in the construction of sustainable mobility for the future.

The project, promoted by **Unipol Gruppo** with the scientific support of the **Polytechnic University of Milan**, was presented live from the Sky studios today by **Giacomo Lovati, Chief Beyond Insurance Officer for UnipolSai**, **Stefano Genovese, Institutional Relations Manager for Unipol Gruppo** and **Sergio Savaresi, Lecturer at the Polytechnic University of Milan, Department of Electronics, Computer Science and Bioengineering.**

The Think Tank will examine mobility trends for the future in the pursuit of economic, social and environmental sustainability, made possible by the digital transition. Data will be the common thread linking the Think Tank activities, essential to analyse current and future trends, build medium-long term strategies on solid bases and connect the real world with the world of mobility, which is currently undergoing a profound transition that will have significant technological, economic, industrial and cultural effects.

Giacomo Lovati, Chief Beyond Insurance Officer at UnipolSai said *“Unipol was established with the DNA of an insurance company. It started with black boxes 15 years ago, which play an essential part in helping to understand the mobility habits of our customers; in recent years it has extended its services, from car repairs and maintenance to the sale of cars, long-term car hire and more recently, electronic toll collection, becoming a 360° partner and consolidating its position in what we call the ecosystem of mobility”.*

“The great energy transition in place will impact almost all industrial sectors, but especially in the area of mobility where the public will experience the most notable transformation. There will be a change in the energy sources used for transport, but more especially, the individual relationship with vehicles will change: thanks to technology and data analysis, a new ecosystem of products and services is increasing quickly. For many years, Gruppo Unipol has invested in onboard telematics and is now in a leadership position. In order to build the future of mobility, it is now time to start promoting dialogue between the traditional sector and all stakeholders, thereby encouraging exchanges of opinion and fruitful cooperation between the various entities in the industry” said **Stefano Genovese, Institutional Relations Manager of Unipol Gruppo.**

Sergio Savaresi, Professor of automation in vehicles at the Polytechnic University of Milan said: *“It is very hard to design services, infrastructures and business models now for the new public utility, electric mobility of the future; an analysis of the data on how Italians move nowadays can help a lot in this difficult task. The aim of the research is to use current mobility data on vehicles on Italian roads to forecast, design and optimise future mobility models, in accordance with the main directions that electric mobility is taking, whether shared or independent. More specifically, we first want to evaluate what the actual short-term electrification opportunities are, identifying the fastest, cheapest lines of development. We also want to design the*



transition towards “Mobility-As-A-Service” (both with traditional vehicles and self-driving vehicles) and find the most efficient way to introduce this new mobility model. In both cases, the predictive analyses are calculated on the basis of the current behaviour of private car owners”.

The Think Tank will develop its work starting from the scenarios created by the observers at the Polytechnic University of Milan, elaborated along four different lines: **Connected Mobility, Green Mobility, Autonomous Mobility, Integrated Mobility**.

The focus on **Connected Mobility** will investigate new strategies and business models based on the remote management of cars and smart vehicles, V2X (vehicle-to-everything) communication networks, taking in new experiments in the areas of Smart Roads, Internet of Things and mobility, new business opportunities and integrated mobility.

The scenario relating to **Green Mobility** will offer a general view of the development of urban and motorway refuelling infrastructures, examine changes in the range of products and services for cars between old and new players, and focus on the challenges and opportunities offered by the transition and the boost given by the Recovery and Resilience Plan.

The scenario relating to **Autonomous Mobility** will concentrate on the regulatory framework and safety on roads and motorways, the digitalisation of infrastructures and 5G, the car industry and self-driving cars, also dealing with ethics issues and the related consequences for the insurance world.

Integrated Mobility will propose an examination of the numerous trends occurring at international level and relating to the consumer sphere, including company cars and long-term leasing, micromobility, new ways of shared use as opposed to owning cars with the success of car & van sharing.

Finally, it will tackle changes in lifestyles and habits relating to movements in towns, transformation of travellers from drivers to passengers, development of the range of products and services, the regulatory framework and the transition towards a new “Mobility-as-a-Service” model, both with traditional vehicles and self-driving vehicles.

The **Urban Mobility Council** is led by an Oversight Committee comprising the main stakeholders (institutional, academic and from the manufacturing world) who will help define the contents of the various activities programmed for 2022.

The first public appointment will be **at 5.00 PM on 27 June next in Milan at the Feltrinelli Foundation**, with the **first forum dedicated to the routes that the new mobility will take**, when the scenario analyses of Connected, Autonomous, Green and Integrated Mobility will be presented, chaired by the Polytechnic University of Milan. Among others, it will be attended by the Chairperson of Unipol Gruppo **Carlo Cimbri**, the Dean of the Polytechnic University of Milan **Ferruccio Resta**, and **Sampo Hietanen**, the Finnish CEO of MaaS (Mobility as a Service). The forum will be a first concrete step towards gathering and spreading awareness, creating resources and skills from the various sectors and the worlds of business and academia in order to fuel the debate on the paths the new mobility will take.