

THE SMART TICKETING ALLIANCE: Driving partner in the Ticketing eco system

As an independent and inclusive organisation, the Smart Ticketing Alliance (STA) is the trusted reference point of contact for ticketing in all mobility services.

With its broad membership base that represent hundreds of smart ticketing schemes across all modes of mobility, the STA is the natural partner for cooperation and liaison with standards making bodies.

THE STA'S VALUE IN THE TICKETING DEBATE:

- The STA cooperates with national and regional smart ticketing schemes to make interoperable smart ticketing happen in Europe and beyond.
- The STA develops, agrees and ensures the publication of the functional and technical requirements for smart ticketing interoperability.
- The STA works with all relevant stakeholders to establish trust schemes, specifications and certification as trust is key for sustainable solutions in integrated mobility ticketing beyond borders.
- The STA manages an international certification scheme that is fully operational and assures the cross recognition of issued certificates for contactless ticket devices and customer media beyond borders.
- The STA provides valuable input to the standardisation process.
- The STA provides a single and unique point of contact for cooperation with European and international bodies to promote interoperability and governance in smart ticketing.
- The STA recognises and supports non-discriminatory, comprehensive and open access to data and new entrants such as Ticket Resellers.

The founding members of the STA are: Calypso Networks Association, ITSO, Ministère de la Transition Écologique - DGITM, UITP, and VDV eTicket Service. These organisations take a technology neutral approach to Ticketing and its governance that promotes dialogue among key stakeholders.

STA'S VISION

Customers seamlessly travel and are supported throughout their chosen journey within and beyond borders. Transport operators have trusted open and integrated platforms for the planning, retailing, distribution and ticketing covering all mobility services.

THE STA ADDRESSES SOME OF THE MOST PRESSING CHALLENGES IN PUBLIC TRANSPORT

Contributing to
reducing Europe's
CO2 emissions

Enabling seamless
cross-border travel
for passengers

Establishing Trust
and Governance
in Ticketing

Orienting the public
transport sector on
smarter digital
ticketing solutions for
a post COVID era

ABOUT THE STA

The Smart Ticketing Alliance (STA) is a non-profit association that promotes and facilitates cooperation and governance between national and regional smart mobility ticketing schemes to establish interoperable "Smart Mobility Ticketing" in Europe and elsewhere. The STA has ongoing international cooperation with the NFC Forum, MaaS Alliance, Global Platform and others to promote standardisation across smart ticketing.