

Newsletter No. 7 - May 2021

Message from the STA Chair

The STA's work is in full swing as you will discover in this edition of the Newsletter. We are busy in our Working Groups, especially our joint efforts with the UITP on Ticketing in MaaS and in promoting the STA Certification scheme. We are also invited to numerous events to bring our perspective on all aspects of smart ticketing ranging from cross-border interoperability, digital transformation and MaaS. We are closely engaging with our growing membership to hear their views for instance on Ticketing in MaaS and are looking forward to our upcoming online Annual General Meeting on 17 May 2021.

I trust you will find these updates insightful and look forward to many more opportunities to engage with all players in the mobility sector.

Kind regards,
John Verity

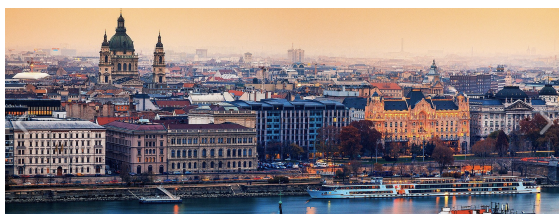
Our topics today:

1. **STA and UITP join forces for new Working Group on Ticketing in MaaS**
2. **John Verity panellist at upcoming CNA Smart Ticketing & Digital Services Forum**
3. **STA Certification Working Group has made a submission to ISO**
4. **Work of STA highlighted in UITP-UIC Joint Statement on the Sustainable and Smart Mobility Strategy**
5. **John Verity spoke about ticketing in the context of MaaS at the Intelligent Transport Magazine event**
6. **Global Mass Transit incited John Verity to talk about cross-border smart ticketing at conference**
7. **Interview with STA members: Claudio Claroni, General Manager, Club Italia**



STA and UITP join forces for new Working Group on Ticketing in MaaS

Together with the UITP, the STA launched a joint Working Group on Ticketing in MaaS. A kick-off meeting took place mid-March 2021, which was chaired by Guido Di Pasquale (UITP) and Jaap de Bie (Technical Secretary of the STA). Gathering already over 40 members, the meeting set out the objectives of the Working Group and the questions it aims to answer. Members' of the STA also had the opportunity to share their views and to shape the STA's position on Ticketing in MaaS in a dedicated consultation meeting on 14 April 2021. Read more about the work of this joint Working Group [here](#).



John Verity panellist at upcoming CNA Smart Ticketing & Digital Services Forum

We are delighted that our Chair John Verity and the Secretary General of the UITP Mohamed Mezghani will be panellists at the Calypso Networks Association's (CNA) Smart Ticketing & Digital Services Forum taking place online on 20 of May 2021 (10.00-13.00 CEST). During this year's special edition, the focus will be placed on digitisation in the revolution of urban transport, especially on the role of digital platforms in offering seamless mobility solutions. Interested to find out more? Have a look at the programme and register via the event website [here](#). Participation is free of charge.



STA Certification Working Group has made a submission to ISO

The STA Certification Programme aims at ensuring that public authorities, transit operators and users can trust the quality of contactless communication between readers and media. The STA Certification scheme ensures the cross recognition of certificates. One of the fundamental contributions of the STA to the smart ticketing ecosystem. Even more the STA Certification Working Group have made a submission to ISO, which is an important part of our outreach to standardisation bodies.



Work of STA highlighted in UITP-UIC Joint Statement on the Sustainable and Smart Mobility Strategy

In the context of the EU strategy for sustainable and smart mobility: putting European transport on track for the future, the UITP and UIC (the international railways association based in Paris) are collaborating to build a multi-solutions mix through their expertise on ticketing, sustainability and digital tools. These include multi-modal digital services and multimodal ticketing services. The UITP is a member of the STA, which complements their aim to promote multimodality and work to find an integrated ticketing solution. Read more [here](#).



John Verity spoke about ticketing in the context of MaaS at the Intelligent Transport Magazine event

On 31 March 2021 John Verity, Chair of the STA spoke at the event 'Rebuilding Public Transport Ticketing & Payments Innovation Online Summit' organised by Intelligent Transport Magazine. The event addressed the question: How the public and private sectors can come together to deliver better ticketing and payment systems for customers, and how this fits into the MaaS ideology. John highlighted the importance of making the journey seamless. This depends on enabling the customer's preferred device to provide all elements of the journey from initial journey planning, through payment and ticketing to regular updates on timing throughout the journey. To do this, all stakeholders need to be able to trust in ticketing.



Global Mass Transit incited John Verity to talk about cross-border smart ticketing at conference

On 5-6 May 2021, the Global Mass Transit virtual conference on "Transit Ticketing & Fare Collection in Europe 2021" took place.

John Verity talked about “Cross border Smart Ticketing” on behalf of the STA. Establishing interoperable “Smart Ticketing” in mobility & transport services across borders improves passenger experience & ensures the best mobility offer. View more information on the conference [here](#).



Interview with STA members:

**Claudio Claroni, General
Manager, Club Italia**

**What are your main activities during
weekdays?**

Club Italia is an association founded over 20 years ago and which has always focused its activity on the world of ticketing in the public transport sector. The association includes companies that manage public and collective transport in Italy and suppliers of products and services for ticketing.

Over the years, the main activity has been to facilitate the meeting between supply and demand by organising meetings and events. These provide a platform to discuss the state of the art of ticketing and all the evolutions in progress, both from a technological and business point of view.

Over the years, Club Italia has organised over 100 events, seminars, conferences and workshops, always focusing in-depth study on what is the undergoing evolution in the world of ticketing. This includes, in some cases, also the value-added services that the ICT sector is able to provide to the world

of public transport.

Why did you join the STA?

Our association, by joining the STA, intends to extend its area of interest to international initiatives that deal with ticketing and sustainable mobility.

In particular, we wish to exchange with other associations on the evolution of ticketing with particular reference to its evolution towards ABT and MaaS. We are convinced that significant results in terms of efficiency and sustainability will be achieved if supported by constant collaboration between companies and associations, at European and international level.

An illustration of this is, for instance, the Club Italia document for the Italian market entitled "Guidelines for the development and management of MaaS solutions", which was developed in close collaboration with other Italian associations. Prior to this, guidelines on the implementation of EMV cards have been published.

What do you expect from the STA?

STA is certainly a point of reference for a concrete exchange of opinions and mutual knowledge on the developments underway in the world of ticketing.

Our participation in the STA allows us to have an international vision on ticketing services and more generally on the potential evolutions of access systems to collective mobility.

How will you contribute to its success?

We are participating in the working group on ABT and we expect that it will be an activity that will also deal with MaaS.

We are contributing to this working group also thanks to the continuous support of our partners (both transport companies and private companies) who in Italy are facing projects both from an ABT and MaaS perspective.

What do you wish for the future mobility of Europe?

We are facing (both at national and at

European level) a very important challenge, essentially linked not only to the post-pandemic but also and above all to an increasingly necessary push towards mobility that is as sustainable and green as possible.

It is clear that continuing to invest and innovate in systems for accessing and using mobility services remains a priority in terms of medium and long-term prospects.

The current context increasingly shows us that it is the right time to involve the world of mobility more and more in the "digital revolution" that every day now changes our model of life as well as the use of goods and services.

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More information about the Smart Ticketing Alliance and current topics and events can be found at www.smart-ticketing.org

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