

Newsletter No. 8 - September 2021

Message from the STA Chair

As we enter the last few months of the year, we are looking to continue making a steady and informed contribution to the mobility debate. For us, trust in ticketing is the centre piece to success. Smart ticketing enhances the trust between customers and transport operators and allows the development of new mobility opportunities and integration. Stay tuned for our upcoming information leaflet on the topic!

In the meantime, our “Travel only with your name” workshop series continues and on 20 October 2021 we will tackle the interesting topics of how adapted open and closed loop systems are in Account Based Ticketing and MaaS. Read on to register and find out more about our latest activities.

Kind regards,
John Verity

Our topics today:

1. **Register for the STA workshop “Travel only with your name” on 20 October 2021 at 13.00-15.00 CET**
2. **STA published Glossary**
3. **Joint UITP & STA Ticketing in MaaS Working Group continues in full swing**
4. **STA spoke at 5th Annual Ticketing Innovations Summit**
5. **The STA membership base is growing steadily: Not a member yet? Join now!**
6. **Interview with STA members: Guido Di Pasquale, Deputy Director of UITP’s Knowledge & Innovation department**



COMPLETE PROGRAMME
WILL BE PUBLISHED SOON

REGISTER RIGHT HERE!

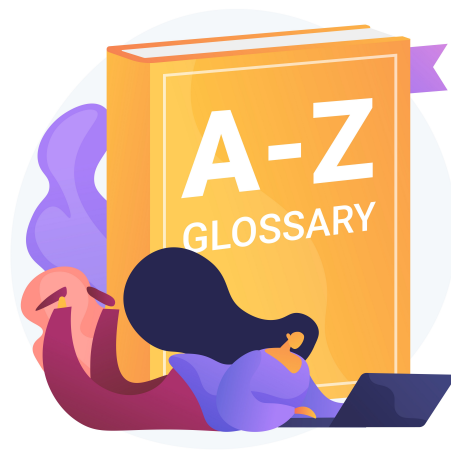


Register for the STA workshop “Travel only with your name” on 20 October 2021 at 13.00-15.00 CET

The STA is delighted to announce the next edition of its workshop series "Travel only with your name".

The workshop will take forward the debate on seamless cross-border travel, interoperability and the role of smart ticketing in the eco-system of ticketing by looking at "How adapted are open and closed loop systems in ABT and MaaS?". The programme is available [here](#) and includes panelists from the European Commission, the UITP, an ATM and the STA. We look forward to interacting with you and our speakers!

The workshop will take place in an online format on 20 October 2021 from 13.00 until 15.00 CET. Register by clicking [here](#). The connection details will be disseminated to registered participants ahead of the meeting.



STA published Glossary

The STA has developed a [Glossary of Terms and Abbreviations used in the Public Transport Ticketing Industry](#).

With the aim of demystify some of the jargon used in the Public Transport Ticketing Industry, particularly relating to Smart Ticketing, the Glossary has been drawn-up so that

- persons who have experience in the Public Transport Ticketing Industry use terms with the same meaning and avoid different interpretation of terms and misunderstanding
- persons who are new to the Public Transport Ticketing Industry have ready access to a document that explains the meaning used generally within the industry.

The Glossary will be updated on a regular basis and published on the STA website.



Joint UITP & STA Ticketing in MaaS Working Group continues in full swing

Following the launch of the joint working group between the UITP and the STA on Ticketing in MaaS, a report will be drafted that will incorporate the discussions around trust in ticketing. Trust is crucial as a basis for cooperation between organisations and cuts across every cooperation between mobility partners and is just as important for the travelers not least in view to mobility behaviour changes. E-ticketing is an enabler in combination with a system that allows seamless travel including cross-border.

5th Annual Ticketing Innovations Summit

SEPTEMBER 23-24, 2021

BERLIN | GERMANY

STA spoke at 5th Annual Ticketing Innovations Summit

The STA Technical Secretary Jaap de Bie presented the work, achievements and role of the Smart Ticketing Alliance at the 5th Annual Ticketing Innovations Summit that took place in Berlin on 23 - 24 September 2021.

This summit provided an interesting platform for public transportation, MaaS, smart ticketing and fare collection experts to review the latest innovations and strategies to create the most efficient and enjoyable passenger experience. For more information, click [here](#).



The STA membership base is growing steadily: Not a member yet? Join now!

Since the beginning of the year, the STA has welcomed four new members: the National Transport Authority of Ireland, OpenMove, KENTKART and Ubitransport. The STA is delighted to welcome these new members and to interact with them in the various Working Groups and members' events.

If you want to learn more about the membership benefits and how to apply visit: <https://www.smart-ticketing.org/membership/join-us/>



Interview with STA members: Guido Di Pasquale, Deputy Director of UITP's Knowledge & Innovation department

What are your main activities during weekdays?

UITP is involved in many research and innovation projects: we believe that to develop the integrated sustainable mobility systems of the future, our sector must continually invest in Knowledge and Innovation.

As Deputy Director of UITP's Knowledge & Innovation department, it is my job to keep up to date with any developments in the field of knowledge production and facilitate knowledge-exchange and collaboration with our members and within the broader mobility field.

As expert in the fields of ITS, ticketing, Mobility as a Service, and automation, I coordinate many of our projects on these topics, as well as align the UITP strategy to reflect the latest trends and developments.

Why did you join the STA?

UITP was one of the co-founders of the STA in 2015. As an association we represent the entire public transport sector: authorities, operators, industry, policy makers and scientific institutes. In fact, we are the only association of our kind in the world to represent all players within our industry.

Among these players, we saw the need to enhance and harmonise the Smart Ticketing ecosystem.

Seamless, door-to-door mobility starts with planning the journey and offers free choice and safe payment options to the traveller. Ticketing is no longer a simple part of the public transport experience: it is an essential part of a broader mobility solution and the gateway to freedom to move around. By co-founding the STA, we wanted to promote the cooperation between national and regional Smart Ticketing players, ultimately to establish an interoperable 'Smart Ticketing' and achieve excellence in passenger experience.

What do you expect from the STA?

By exchanging with many other institutions and companies on the evolution of ticketing and sustainable mobility, the STA can serve as a central reference point and steer the different interests from the sector in a way that takes everyone's needs on board. This will in the end better meet the needs of operators and passengers everywhere.

How will you contribute to its success?

UITP works together with stakeholders from the entire public transport sector, therefore representing different perspectives. In STA we hope to align these towards common actions and initiatives. For example, earlier this year we launched a new Working Group on Ticketing in MaaS. This is a collaboration covering the entire Ticketing value chain and producing comprehensive knowledge on a topic that is essential to enhance passengers experience and our sector as a whole. In addition, we launched a new strategic project called 'Urban Mobility Open Payments Forum', bringing together major players of the open loop payment industry, PTOs and PTAs.

UITP also harbours a great deal of knowledge when it comes to the world of ticketing. By regularly launching publications on the topic, such as the recent 'Demystifying ticketing and payment in public transport', we contribute to building and sharing knowledge on ticketing.

What do you wish for the future mobility of Europe?

Public transport is and should always remain

the backbone of urban mobility, yet our sector needs to continue to invest and innovate to keep meeting the needs of passengers. Digitalisation, smart ticketing: they deserve the right resources to make public transport more convenient, accessible and attractive. If we continue to nurture public transport, we achieve a future with clean air, a future that allows for freer movement in cities, and a future with easier and more inclusive access to jobs, businesses, education and culture.

Illustrations used in this Newsletter are created by www.freepik.com

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

if you do not wish to receive further newsletters from the Smart Ticketing Alliance then please click [here](#).

*Impressum:
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