

PRESS RELEASE

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For a clearer overview of the burgeoning world of new mobility solutions, the VEDECOM Institute is introducing M'OBS by VEDECOM Tech

Carpooling, carsharing, micromobility, apps, self-service equipment, etc. With the explosion in the range of new mobility solutions, it is becoming difficult for users to find their way. What are the different solutions? How relevant are they to a specific territory? How sustainable are they and what is their business model? Will they offer users an attractive and effective journey so that they soon become indispensable? To help the different ecosystem stakeholders to better understand their environment, VEDECOM presents the M'OBS by VEDECOM Tech solution, a new mobility solutions agency.

M'OBS by VEDECOM Tech is a multicriteria evaluation and ratings agency for new mobility solutions.

Given that stakeholders in new mobility solutions all too often lack quantifiable data to back up their ideas, VEDECOM taking the opportunity of the Salon des Maires, the public procurement fair, to showcase M'OBS by VEDECOM Tech. Resulting from VEDECOM Institute's research work and developed by the Institute's business subsidiary, this decision-making tool is a multicriteria, multicategory evaluation and ratings agency for new mobility solutions. 130 stakeholders and seven mobility categories are scrutinised, using more than 48 evaluation criteria. The analysis covers national and international parameters for a 360° overview, ranging from France to Singapore via London and even Tel Aviv. The solution targets three key objectives: mapping and evaluating new mobility stakeholders, assessing how well these solutions chime with sustainable development and flow management, and identifying national and international best practices.

Three modules for a full evaluation of new mobility solutions

Three modules offer three different approaches for real depth in the analysis that is delivered. The first module – **The New Mobility Meta-Observatory** – gives local authorities a better understanding of and ways to identify the solutions best adapted to their area. Around 60 solutions have been assessed on the basis of 18 sustainable development criteria, with the results weighted by region type. Economic, social and environmental constraints were also taken into account in making recommendations.

Then follows the stakeholders selection process: a second module provides **analysis of the economic and marketing performance** in order to identify the most innovative business models, stakeholders

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with the strongest economic potential and pioneering locations. Around fifteen criteria are used to determine the most relevant and available stakeholders to support a region.

Lastly, to make sure that the transplant takes, human must remain at the core of the strategy. And so, a third module dissects **the user journey**, both virtually – using apps – and physically, to understand at what point the barriers to use occur and when commitment to a solution may be lost.

Real support for implementing new mobility solutions in our regions

The solution targets all new mobility stakeholders, be they local government bodies in charge of providing a better range of transportation within a geographical area, car manufacturers and transport companies or designers and operators of new mobility solutions looking for data on existing competition and the opportunities for getting established in a region. M'OBS by VEDECOM Tech offers access to a **data platform** in a modular format, by region type or by stakeholder, but there is also personalised support with specific studies having been carried out.

“With M'OBS by VEDECOM Tech, our aim is to offer an innovative solution that brings together documentary research with on-the-ground research,” explains Stéphane Rabatel, President of VEDECOM Tech. *“We wanted to help stakeholders to quantify their ideas, to be able to sustainably implement new mobility solutions into regions.”*

About VEDECOM

VEDECOM is an institute for energy transition (ITE) founded on unique cooperation between firms in the automotive and aviation sectors, mobility ecosystem infrastructure and service operators, academic research bodies and Ile-de-France local authorities. The role of VEDECOM is to forge closer ties between academia and industry. The institute helps them to achieve a high standard of innovation in the area of mobility and, in particular, in electric vehicles, autonomous and connected vehicles and shared energy and mobility infrastructure and services. VEDECOM is a part of the French government's PIA future investment plan. Its founding members are Cetim, ESIGELEC, ESTACA, IFPEN, IFSTTAR, PSA Group, Renault Group, Safran, UVSQ and Valeo.

Key figures in 2019 : over 50 members, 3 research areas and 1 training program, 200 employees, 14 R&D projects, 12 European projects, over 300 publications, 37 patents, 24 copyrighted projects, 70 thesis, 1 business subsidiary, VEDECOM Tech, created in February 2017.

VEDECOM Tech, created in February 2017 as the business and innovation subsidiary of the VEDECOM Research Institute, is a transport solutions expertise company creating synergy between public and private ecosystems. It brings VEDECOM research to the market by developing partnerships with transportation stakeholders (industrial groups, start-ups, SMEs, research institutes, etc.).

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