



The Ultimate Guide to **SMART MOBILITY**

SMART MOBILITY IS AN ELABORATE AND INNOVATIVE WAY OF ENSURING A TRAVEL POLICY.

BePark
Smart Parking Solutions

Smart Mobility

PREFACE

Smart mobility is an elaborate and innovative way of ensuring a travel policy. It is a means of approaching mobility in a digital way. This is why any technological or application solution aimed at improving mobility is part of smart mobility.

Mobility refers to all travel modalities. One of the essential characteristics of mobility is that in our context, it takes place following an ecological and sustainable process.

In this guide, we will discover what smart mobility is. Then, we will see why it is urgent to set up a policy for this type of mobility within a company and its positive impact on society. And finally, we will discuss the subject of the "how". How to take the step further in regards of smart mobility within one's own structure.

WHAT YOU WILL FIND IN THIS GUIDE :

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Smart Mobility

WHAT IS SMART MOBILITY?

Smart mobility is the set of tools that allows the implementation of mobility ideas. Its purpose is to improve the sustainability of travel and, above all, it has the characteristic of being totally or partially digitised.

■ MOBILITY AND SUSTAINABLE DEVELOPMENT

One of the key elements of mobility in general and smart mobility in particular is its sustainable dimension. Sustainable development is characterised by three fundamental points. First of all, any initiative that takes place in a context of sustainable development has a social and collaborative dimension. In addition, it is intended to be compatible with ecology. And finally, it promotes a healthier business model.

● THE SOCIAL ASPECT

Very often, collaboration returns within the framework of smart mobility. This aims to make the collective an asset in travel. Because of the large number of travels within a large city, there are many solutions to pool the strengths of each of the people travelling.

Thus, any digital solution that promotes a collaborative mobility system is likely to be a smart mobility solution.

● THE ECOLOGICAL ASPECT

Whether by car or motorcycle, the millions of trips that take place each year within major cities generate a certain carbon footprint.

As such, new technologies are emerging to make the comings and goings of these millions of people greener.

● THE ECONOMICAL ASPECT

The arrival of shared cars is in the process of profoundly changing property models towards use. Rather than buying vehicles, consumers will tend to use vehicles only on demand. It also highlights the arrival of new models for financing mobility while increasing corporate social responsibility.

Thus, smart mobility is part of this approach in finding new business models, both for consumers and for other mobility actors.



■ MOBILITY IN THE DIGITAL AGE

Intimately linked to digitality, smart mobility provides technology of different kinds. For example, it makes it possible to provide access to **information** on people's journeys. It also aims to meet the travel needs of consumers. Additionally, it makes it possible to enhance the value of **geo-contextualized** information as well as the time used for the mobility of each of the users.

Since this craze for smart mobility, a new concept has emerged: **Mobility As A Service, or MaaS**. Given the number of emerging applications in the field of mobility (electric scooters, VTC services, parking management solutions, real-time information on public transport, etc.), the need to coordinate everything has become clearly apparent. It appears that one of the users' expectations is to manage all these application solutions in a single platform.

As a result, **Mobility As A Service** makes it possible to take on a higher profile than already existing solutions. For example, when you get up in the morning, you will be able to get information about your buses or metros, to be offered a combination of different means of transport according to your criteria. Perhaps you may want the cheapest or shortest route. Or maybe the most eco-friendly? And finally, this solution can offer you a place to park near your destination.

This type of solution will allow for planning, pricing and end-to-end information.

"Whether they are multinationals or SME's, they are often the principals and are increasingly on the lookout for new travel modalities. "

Three key actors are involved in smart mobility :

- **DIGITAL STARTUPS**

They develop and market these solutions and very often invest in Research & Development. They are the ones who contribute to diversifying the offer in terms of services.

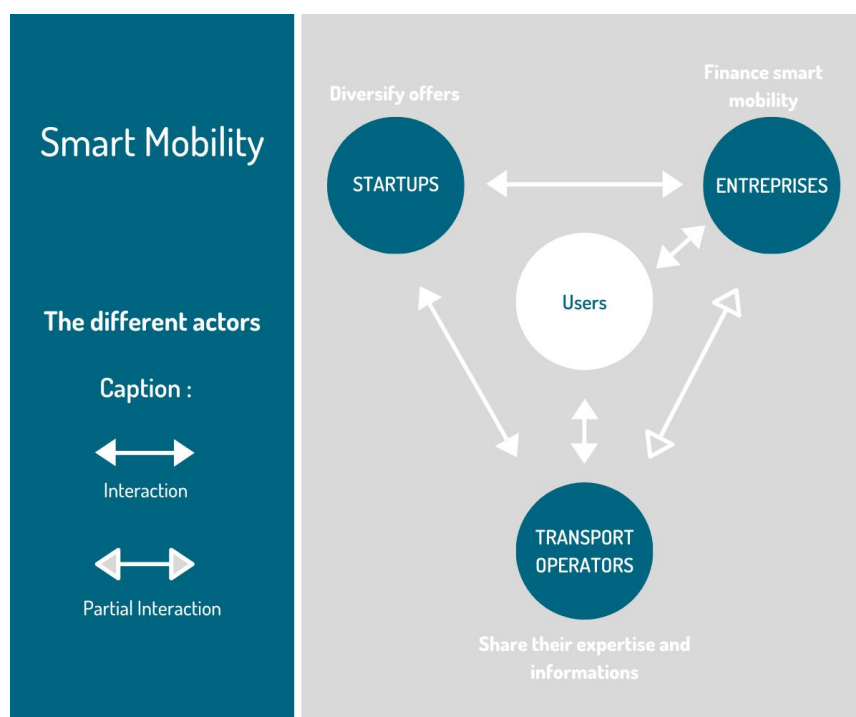
- **TRANSPORT OPERATORS**

Whether public or private, they are key players in the implementation of smart mobility solutions. In particular, they intervene to allow access to their information. As a result of their activity, they are at the heart of the decision-making process.

- **THE COMPANIES**

Whether they are multinationals or SME's, they are often the principals and are increasingly on the lookout for new travel modalities. Due to their growing need to improve their CSR (Corporate Social and Environmental Responsibility) policy, it is they, together with public institutions, who finance emerging mobility projects.

At the heart of this triptych are the users, who often have a role as prescribers.



3 - EXAMPLES OF SMART MOBILITY

Numerous solutions exist. These are often in the form of a mobile or web application.

- Self-service electric cars
- Short distance carpooling
- Smart parking management

EXAMPLE 1 : CLEM'S CASE (Self-service electric cars)

Some companies offer self-service electric cars. This is the case of the company [Clem](#) which provides its users with an application allowing them to book their car in self-service and choose the duration of the rental. The company has its own charging and parking facilities.

At the end of the booking, the company sends you an email with the amount of CO2 saved. The service also offers a carpool option to highlight the collaborative aspect.

Thus, if an employee wishes to travel, his company can finance such a service rather than have his own car fleet.

It is an example of smart mobility in that it has a social (collaborative), economic (because it is a new model of vehicle ownership) and ecological (because of the existence of a carbon footprint and the presence of exclusively electric cars) dimension.

EXAMPLE 2: KLAXIT'S case (Short distance carpooling)

Another example of intelligent mobility is the emergence of short-distance carpooling applications. It is the middle ground between car travel and public transport. These applications allow you to have a precise pricing and a precise route. They fit perfectly into the framework of smart mobility in that they are part of a sustainable development approach.

This is the case of [Klaxit](#), which had acquired the iDVroom platform, a former subsidiary of SNCF. This platform allows you as a user to enter your route and then suggests the most relevant route. You will then be put in contact with a driver and you will participate financially in the journey.

However, there are some disadvantages to this type of application. First of all, it is difficult to predict whether the driver will be punctual, unlike public transport, which, despite some delays, is scheduled at fixed times. In addition, each driver has his or her own vision of carpooling. Some people want absolute calm when driving while others see it as a way to socialise. Being locked up in a few sq.m with complete strangers can sometimes be intimidating. For example, for reasons of user experience, some of your employees may be reluctant to make a transition to carpooling trips.



Source: <http://www.rochester.edu/parking/carpool-2/>

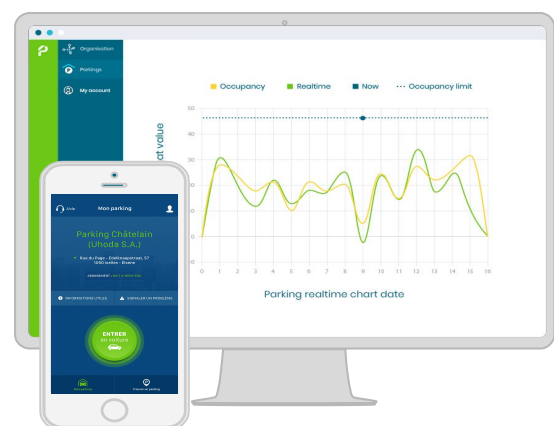
EXAMPLE 3 : BEPARK'S CASE (Smart parking management)

Parking management, the pillar of your mobility strategy

Overall, **intelligent parking management** is an important part of Smart Mobility. These are intelligent car parks that improve their **accessibility, fluidity and operation**. Many car parks now make it possible to avoid the disadvantages associated with traditional car parks.

Today, parking management software (e. g. [PLATFORM](#)) allows you to fully integrate the management of your spaces into your overall mobility policy. Among other things, it is possible to manage different types of access rights by prioritising certain users based on their functions, their means of travel or any other element relevant to your company. Users are made responsible and can book or share their parking space on their own.

The ecological impact is not negligible because it allows the user to anticipate his



Source: <https://corporate.bepark.eu>

trips according to the availability or not of the car park, but also to avoid drivers driving around in circles needlessly in search of a place.

Smart parking management therefore makes it possible to reduce the carbon impact of parking managers and company employees. It is therefore an excellent opportunity for a company to promote its CSR policy.

Smart Mobility

WHY SHOULD WE THINK OF SMART MOBILITY AS OF TODAY?

1 - YOU VALORISE YOUR CSR POLICY

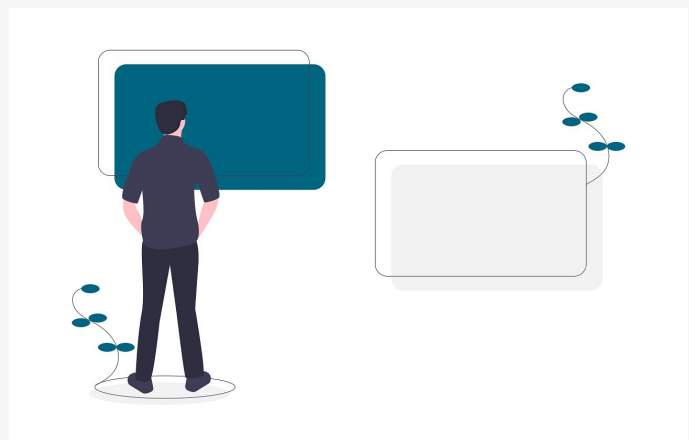
By implementing smart mobility solutions today, you are taking into account the ethical, social and ecological dimension of your business. By encouraging the use of intelligent mobility tools, you promote new business models. When you use self-service vehicles, you trust a company that will do everything possible to provide you with durable vehicles over time. This is an opportunity to contribute to the enhancement of sustainability rather than programmed obsolescence.

Moreover, you **reduce your ecological footprint** by promoting “greener” travel. You are also helping to reduce congestion in large cities, an essential aspect in the **fight against global warming**. These solutions often provide you with figures on your travel activity, such as your carbon footprint or the budget allocated to smart mobility. This is an opportunity to enhance your CSR policy in a measurable way.

2 - YOU REDUCE YOUR COSTS OF TRAVEL

The cost of company vehicles constitutes a considerable part of the travel budget of large companies. In addition to company vehicles, many companies provide their employees with an envelope to rent a vehicle. It is true that for some trips, company vehicles are essential.

This is the case for some sales representatives, for example. In cases where company carpooling is not essential, a short distance carpooling application (whether existing or developed in-house) will help you reduce your travel costs.



3 - YOU ENCOURAGE INNOVATION

Among the main actors of smart mobility, startups occupy a prominent place. More and more of them are proposing new travel solutions. By leveraging these young companies, you are contributing to the economy of tomorrow, but above all, you are making your company a more innovative one.

Whether you are in the field of human resources, innovation or HSE (Health, Safety and Environment), innovation tends to become a decisive criteria in terms of added value.



Source: <https://www.lynda.com/learning-paths/Business/fostering-innovation>

Smart Mobility

HOW TO SET UP YOUR OWN SMART MOBILITY SOLUTIONS

The larger a company is, the more important the change management is. It is therefore sometimes difficult to coordinate the different actors to move towards the implementation of intelligent mobility solutions. Since each business has its own constraints and priorities, the implementation of an intelligent mobility plan within a company can be dangerous.

1 - REVIEW EVERYONE'S ASPIRATIONS

Different professions are sensitised to the issue of mobility. On the other hand, each actor has different aspirations. In order to better understand everyone's expectations, it is possible to organize an internal survey to understand the priorities of each member of the organization.

On the other hand, it gives an overview of the typology of people who are reluctant to make such a change. And finally, you will have a clear vision of what is concretely possible to implement. **Here is a suggested set of questions that you can now ask any member of your organization.**

Questions suggestion

In which department do you work?

IT – Finance – HR – HSE – Sales & Marketing – Complete if necessary

On a scale of 0 to 10, what positive or negative impact does innovation have on your business?

0 being a clearly negative impact and 10 a totally positive impact.

Have you already heard of smart mobility

Yes - No

On a scale of 0 to 10, how important is smart mobility to you?

Possibility of answering: this notion is not familiar to me

On a scale of 0 to 10, what positive or negative impact would smart mobility have on your business?

0 being a totally negative impact and 10 a totally positive impact. Possibility of answering: this notion is not familiar to me

What means of transportation do you use (several possible answers)?

Car – Bicycle – Motorcycle – Bus – Metro - Other(s)

On a scale of 1 to 10, how satisfied are you with the parking of your means of transportation?

(Blank if not relevant)

On a scale from 1 to 10, how satisfied are you with the structures available for your means of transport (bicycle parking, motorcycle parking, car parking, etc.)?

(Blank if not relevant)

On a scale of 1 to 10, how satisfied are you with the flow of traffic from your home to our company?**Commentaire :**

Some professions may have a negative view regarding smart mobility solutions. Not out of reluctance to innovate, but rather because of the costs that this may entail in terms of time or budgets, in relation to the priority they give to innovation. The question above makes it possible to distinguish those who, although open to innovation, do not see smart mobility as a priority.

The virtue of this questionnaire will be to get the facts straight. There are people who are aware of innovation but are not interested in mobility issues. On the other hand, it is possible to be strongly involved in HSE issues without having innovation as a priority. When you create your own questionnaire, determine your objectives.

Here are the questions you can ask yourself and translate into an internal survey: who is open to implementing Smart Mobility solutions? Who is reluctant? Why? What would make them change their minds? Which solution is a priority? Which project is a priority? Improve the parking experience? Improve the fluidity of your employees' travel? Of course, this is not an exhaustive list and there are an infinite number of questions you can ask yourself to achieve your investigation objective.

2 - THE IMPLEMENTATION

Suppose you want to implement a Parking Management solution to improve your employees' parking experience. Once you have detected the professions or typologies of people who are more or less receptive to change, you can classify them into three categories for a given project.

Of course, these three typologies have neither a pejorative nor a negative connotation. They only show you where your efforts can be focused on.

- **THE LOCOMOTIVES**

These are the people who are very receptive to the new project and who will have an influence on the other members of your organization. They may be decision-makers or people who are convinced by the project to the point of significantly influencing public opinion. In other words, they have the capacity to "evangelise" the project.

- **THE WAGONS**

These are employees who are neither reluctant nor fully convinced. On the other hand, because of their neutrality, they are open to any new element provided they are convinced of it.

- **THE RETICENTS**

Let us understand that being reluctant is neither a proof of closure nor a negative characteristic. Each business is different and the emergence of a new project may run counter to the operational objectives of one of them.

In order to ensure a perfect harmony between these three typologies, it is necessary to have all their representatives around the table. It is important to understand what the bottlenecks are and how to address them.

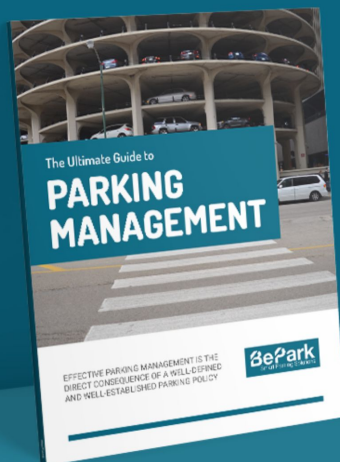
All subjects must be discussed in order to generate as little frustration as possible on the part of those who are reluctant. The ultimate objective is to obtain a "driving force" for the locomotives that will allow you to progress towards the completion of your project.

Smart mobility is becoming a future buzz word. It attaches fundamental importance to sustainable development and is strongly correlated with the emergence of digital technology. Around users are three key players in smart mobility:

digital startups, transport operators working with public institutions, and companies. Smart Mobility makes it possible to significantly enhance its CSR policy, reduce the travel costs of users and companies and move towards more innovation.

However, not all new products are always welcomed with open arms. Not because of a closed mind, but often out of a need for stability. In order to make this transition smoothly, it is important to understand why a mobility project is not valued by everyone. Knowing these blocking points makes it possible to find solutions in which both the company and its employees benefit so that everyone is pleased.

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About BePark

BePark is a digital parking operator that aims to create a better mobility experience for this generation... and the next!!

BePark uses its parking network to change the mobility landscape by making it available to all mobility stakeholders, thus creating value for users, owners and the community.