

How to ensure a winning joint public transport offer in Belgium?

In several countries in Europe, local/regional/national public transport companies have developed joint propositions through single ticketing.

E.g.: The Netherlands, Denmark

Behind this apparently simple commercial move a whole chain has been put in place, from sales & booking and smooth interconnections to marketing and joint route planning.

In Belgium, MOBIB (an integrated chipcard) is one of the latest developments to offer a smooth multimodal journey.

But even more could be done. Regional public transport companies TEC (Walloon region), STIB/MIVB (Brussels) and De Lijn (Flemish region) are willing to collaborate with the X Group.



Your mission

Your mission, should you accept it, is to present a business concept

§§ ...empowering a more accessible and smooth way of networked mobility

§§ ...with a creative and extended service proposition

§§ ...based on your own market research & analysis and a product definition

by offering an innovative real-time passenger information and integrated ticketing system/concept for networked mobility.

Your output

A 10 to 15 slides PowerPoint presentation with the business case in which you define

- §§ the stakeholders
- §§ the critical success factors
- §§ the concept
- §§ a roadmap with milestones to ensure a successful accomplishment of your project
- §§ if possible, completed with a financial concept

A few References:

- §§ Belgium “Final Report of the Working Group on Interoperable Ticketing”
- §§ UK: “The Oyster card” (oyster.tfl.gov.uk)
- §§ Germany: www.touchandtravel.de
- §§ www.eurotransportmagazine.com/9664/events/real-time-passenger-information-ticketing-2013

Criteria and deadline

§§ Your output will be assessed, based on following criteria:

- §§ 30% creativity and business proposition
- §§ 30% marketing soundness
- §§ 30% project planning
- §§ 10% presentation of your output.

§§ This output has to be delivered by 15 February 2013 by e-mail to solvaybusinessgame

§§ The top 3 presentations will then be presented at the Solvay Business Game



Good luck!

