THE DIGITAL REVOLUTION AND CHANGES TO INDIVIDUAL AND COLLECTIVE MOBILITY (passenger transport)

RÉPUBLIQUE FRANÇAISE
LIBERTÉ - ÉGALITÉ - FRATERNITÉ

CONSEIL ÉCONOMIQUE
SOCIAL ET ENVIRONNEMENTAL

The digital revolution is having a huge impact on our mobility and on how we travel. The proliferation of mobile terminals and networked devices and the networking and tracking of individuals and vehicles all serve to enhance and consolidate this trend. This benefits a growing number of passengers who seek real-time information that is tailored to their requirements.

In terms of public transport, digital technologies make travel easier, for example looking up routes, consulting timetables, deciding on a mode of transport, purchasing tickets and using mobility passes. It also helps ease traffic conditions with real-time information on traffic and disruptions, enabling providers to adapt their transport offer, and improve maintenance and security.

In terms of individual transport, digital technologies are encouraging the rapid development of a collaborative economy, with service platforms linking supply and demand, car pooling, car sharing, car hire with a driver (VTC), bicycle rental (VLS), car leasing, etc.

The hybrid "networked vehicle" is already a reality. Vehicles today have more on-board technology than the first Airbus aircraft. The smart roads of the future may give priority to public transport and vehicles with more passengers or guide drivers to alternative routes. The race is on between digital technology companies to produce the first driverless car, which will reduce accidents and ease congestion.

Digital technology is a new and indispensable mobility tool offering progress for all actors, be these service users, local authorities, businesses or public transport services. By

"Digital mobility: tremendous opportunities for new services, with concerns to address to ensure benefit for citizens and build the industry of the future. "

facilitating a fairer and more effective organisation of our society and preserving the environment, digital mobility will lead to new public and private service offers based on the needs of individuals, and will reduce inequalities. Considerable growth and employment opportunities are emerging for Europe and for France, which possesses major public transport and vehicle manufacturing companies, as well as innovative start-ups that have yet to achieve global scope.

These positive prospects are accompanied by risks, which must be safeguarded against: increasing disparities between how well different areas are served; social exclusion linked to cost and the need to be able to use this new tool; job cuts and a lack of training to meet new requirements; capturing by global digital technology giants of the added value of digital mobility, thereby weakening our economy and reducing our tax revenues; unfair competition by new actors; operating failures due to a lack of reliability; encroachments upon individual freedoms due to the uncontrolled buying and selling of digital data.

Bruno Duchemin

is a member, representing Economic Life and Social Dialogue
and of the French Democratic Labour Confederation (CFDT - Confédération française démocratique du travail)
He is a member of the National Train Drivers' Union (FGAAC-CFDT - Syndicat national des conducteurs de trains). Within the ESEC, he is a member of the Section for the Sustainable Management of Territories.

Contact:
bruno.duchemin@lecese.fr
+33 (0)1 44 43 64 07

Olivier Marembaud

is an associate public figure, advisor to the President of the SNCF and President of the Economat des Armées, a public body within the Ministry of Defence. Within the ESEC, he is a member of the Section for the Sustainable Management of Territories.

Contact:
olivier.marembaud@lecese.fr
+33 (0)1 44 43 62 52

To fully harness this revolution, the ESEC has formulated proposals structured around six key objectives:

1. MAKE DIGITAL TECHNOLOGY A VECTOR FOR MORE FLUID AND SUSTAINABLE CAR TRANSPORT

- Ask public transport authorities (AOM - *Autorités organisatrices de la mobilité*) **to include a component in urban transport planning (PDU -** *plans de déplacement urbain*) **on the development of shared vehicle usage (carpooling, car-sharing, bicycle rental); promote business travel plans (PDE -** *plans de déplacement d'entreprise*) **prioritising shared usage; encourage local authorities and public transport authorities to implement pooled vehicles; push for increased vehicle occupancy and improved road sharing through the use of digital solutions;**

- Integrate networked vehicles and smart roads into existing industrial plans for the future (*Plans industriels d'avenir)*, **broaden the role of the competitiveness clusters "Moveo" and "Véhicules du Futur", complete the Scoop@F project and set up a programme for investment in smart road infrastructure;**

- Resolutely include France in the EU "Smart Cities and Communities" programme, push the EU to set in place calls for projects in digital mobility areas and undertake joint reflection on the revision of international regulations (Vienna Convention);

- Promote better organisation of travel and create a network for sharing experience on new forms of working such as remote working, etc.

2. MAKE DIGITAL TECHNOLOGY CENTRAL TO A NEW TRANSPORT SERVICES PARADIGM

- Entrust a body composed of transport organising authorities (AOT) and transport operators with the setting of standards to be complied with concerning the specifications of DSP (public service delegation) and for national routes, including ambitious targets for the development of new digital mobility offers;

- Encourage local authorities to implement mobility hubs in periurban and rural territories to coordinate and expand the offer;

- Enrich the offer of public transport digital platforms through the provision of sales information in a non-intrusive manner.

3. PREPARE FOR THE SOCIAL AND FISCAL CONSEQUENCES OF DIGITAL MOBILITY AND THE COLLABORATIVE ECONOMY

- Incorporate the major changes brought about by digital technologies into sector-specific and territorial negotiations on the Job and Skills Forecast Management System (GPEC - *Gestion Prévisionnelle de l'Emploi et des Compétences*);

- Include digital technologies and applications in basic and continuous training

- Refer to the ESEC regarding the integration of the collaborative economy into the economy and its consequences on collective financing;

- Legally oblige platforms that are specifically mobility-orientated to set in place a plan to bring their operations into compliance from a tax and social contributions, labour law, and insurance law standpoint.

4. ENCOURAGE INNOVATION, INDUSTRIAL DEVELOPMENTS AND THE CREATION OF E-MOBILITY PLATFORMS

- Foster backing in France of digital mobility start-ups through the more widespread use of "mobility incubators", create a "digital mobility" competitiveness cluster and specialist venture capital companies; make Open Data more commonplace in order to assist start-ups, whilst avoiding creating an inroad for the GAFA companies;

- Create an "e-mobility Airbus", a European champion drawing primarily upon the proposals of major French companies within the sector;

- Undertake action to change EU merger regulations, authorise the formulation of joint development projects by major mobility companies in a spirit of "coopetition"

5. SAFEGUARD INDIVIDUAL FREEDOMS AND THE ABILITY OF EACH INDIVIDUAL TO USE THE NEW MOBILITY TOOLS

- Carry out a study on the differences in usage of digital technologies between individuals, develop digital technologies education and provide information on the risks associated with the use of personal data; maintain alternative offers such as access to fixed line internet with personalised assistance and information hotlines;

- Ensure that the law (active opt-in) is complied with by penalising breaches; develop the accreditation of applications by CNIL and increase its disciplinary powers and the profile of its rulings; establish an obligation for applications to provide regular information on their reliability and to submit to independent audit.

6. SET SOCIETY AND THE PUBLIC AUTHORITIES IN MOTION

- Within the ESEC, start an annual "grand debate on future trends" to foster a shared vision concerning innovations, ways of supporting them and their economic, social and environmental impacts; cultivate this debate with the French Digital Council (CNNum) at its centre through periodic meetings on digital mobility issues with the involvement of the ESEC in particular;

- Undertake work at the inter-ministerial level, accessible to stakeholders, in order to define the reference framework for mobility services in France and Europe.