Informal Transportation: Digitalization and Data Sharing

wbcsd

World Business Council for Sustainable Development (WBCSD)

WBCSD is a global, CEO-led organization of 200 forward thinking businesses working together to accelerate the transition to a sustainable world.

Our **vision** is to create a world where more than **nine billion people** are all **living well** and **within** the **boundaries of our planet**, by 2050.

GLOBAL

UNIQUE BUSINESS PLATFORM

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Jain Irrigation Systems Ltd
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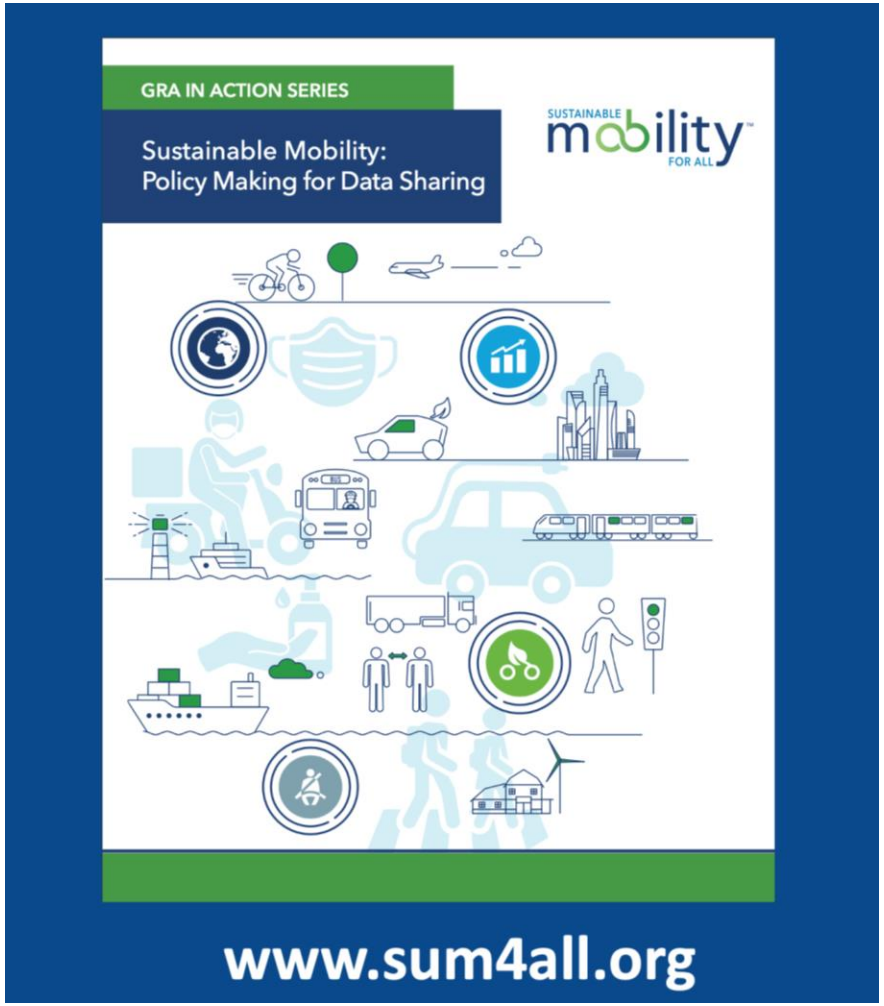
Sustainable Mobility: Policy Making for Data Sharing

International Road Federation
Fédération Routière Internationale
Federación Internacional de Carreteras



60 global experts contributed to this initiative

Working Group Members:

ARCADIS
GoMetro
BRIDGESTONE
Your Journey, Our Passion
MICHELIN
A BETTER WAY FORWARD
DAIMLER
PIRELLI
FUJITSU
Microsoft

Businesses

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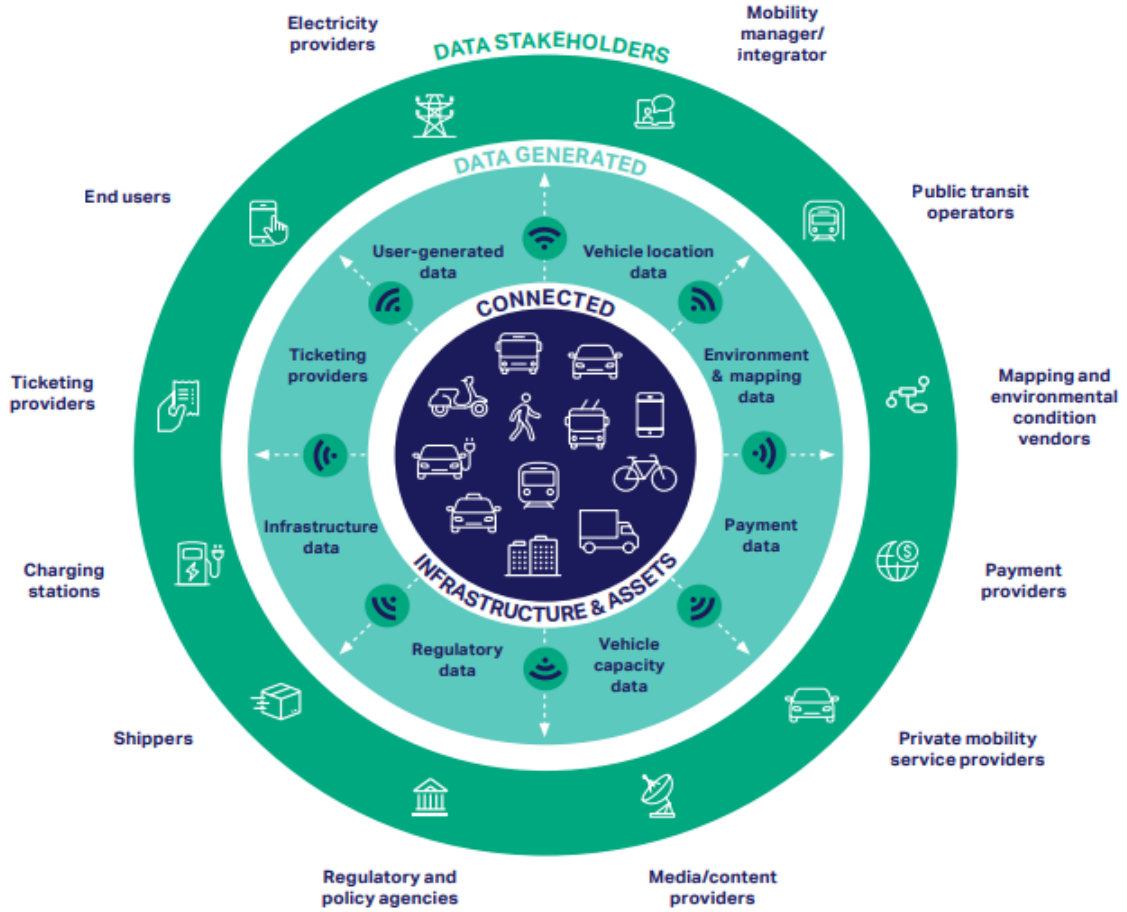
Shared data will constitute the nervous system of future sustainable urban mobility systems

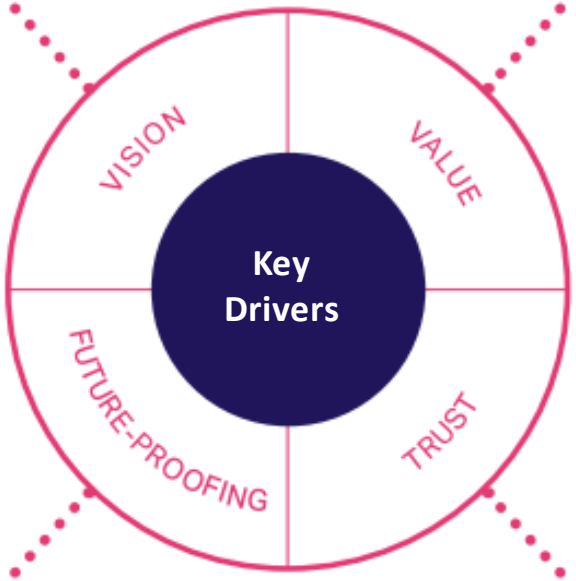


Source: Enabling Data Sharing: Emerging Principles for Transforming Urban Mobility

Five principles to guide data sharing models and architecture

VISION encompasses the end-goal for a mobility use case and the shared data that enables it

VALUE means thinking expansively and holistically about the different ways data creates benefits and for whom



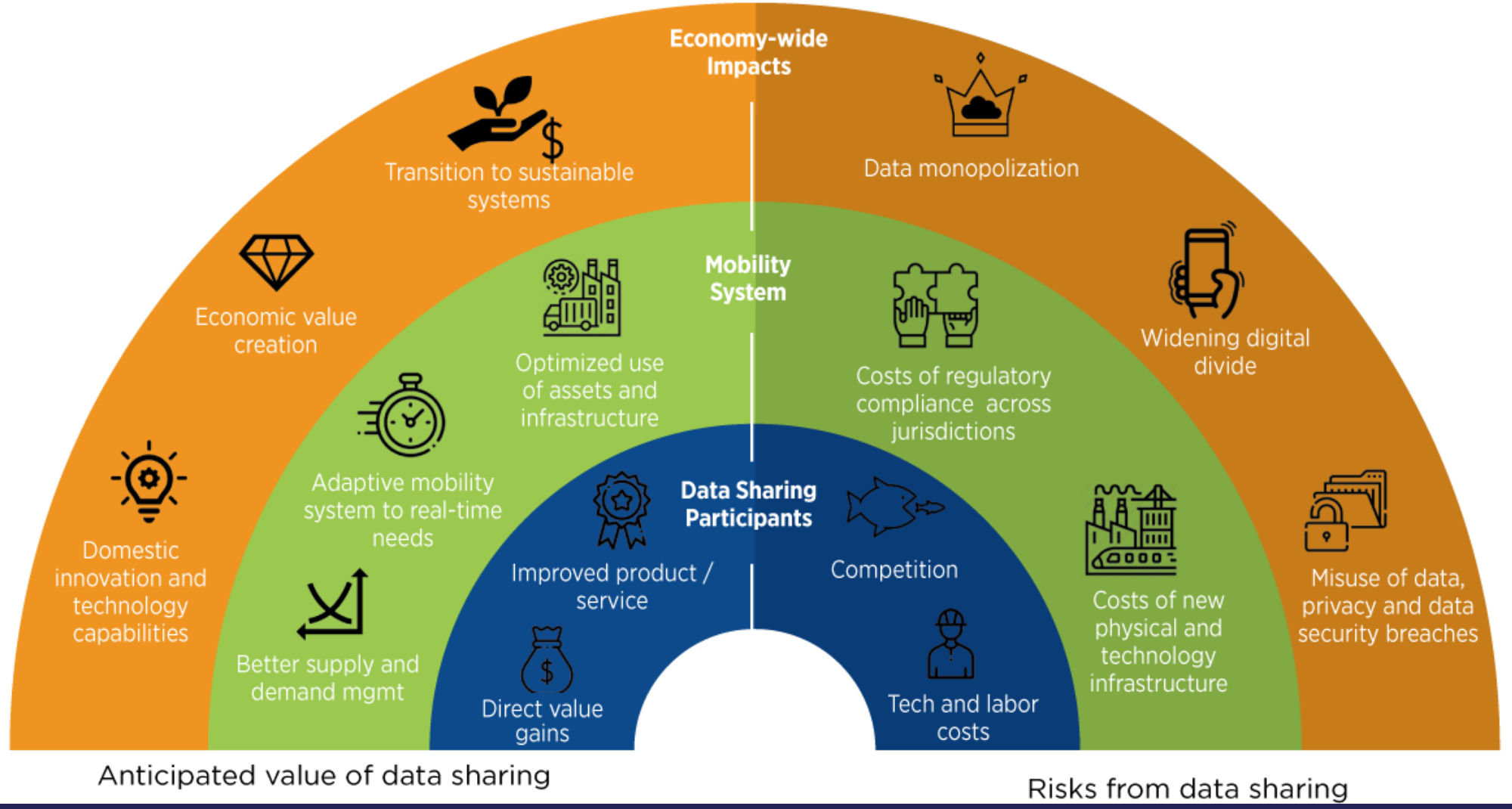
FUTURE-PROOFING entails crafting principles that are sufficiently flexible to cope with a rapidly changing environment

TRUST is essential to the future of mobility, especially in the realm of shared data

EMERGING PRINCIPLES FOR DATA-SHARING

1. Data-sharing should enable all stakeholders to create and capture value
2. Data-sharing must be ethical, inclusive and unbiased
3. Data-sharing should incorporate privacy by design
4. Data-sharing should embrace cyber-security by design
5. Data-sharing should be adaptive and iterative

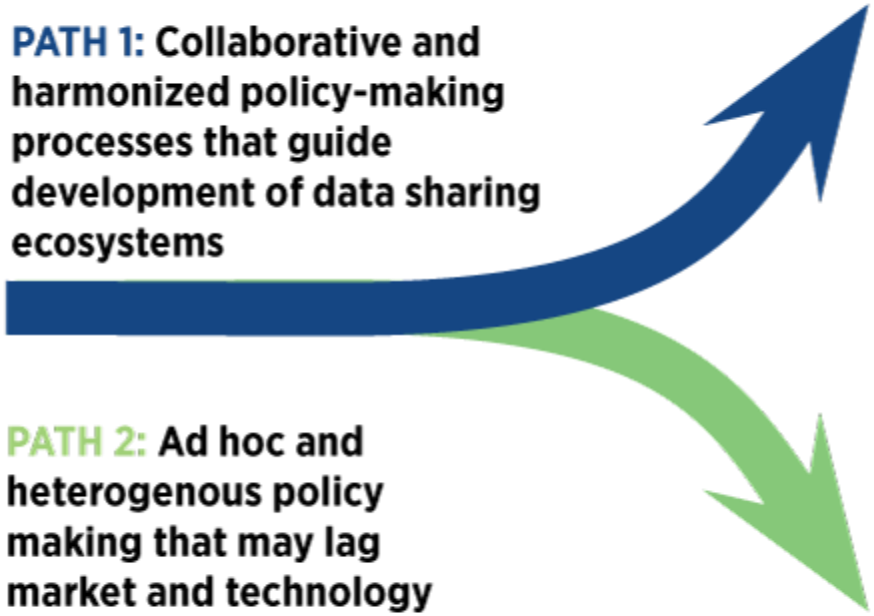
Data sharing can have economy-wide impacts



Source: Sustainable Mobility: Policy Making for Data Sharing

Policy making can create shared value

Increased digitalization of transportation systems and identification of **new value streams** by processing and merging data are driving increased data sharing



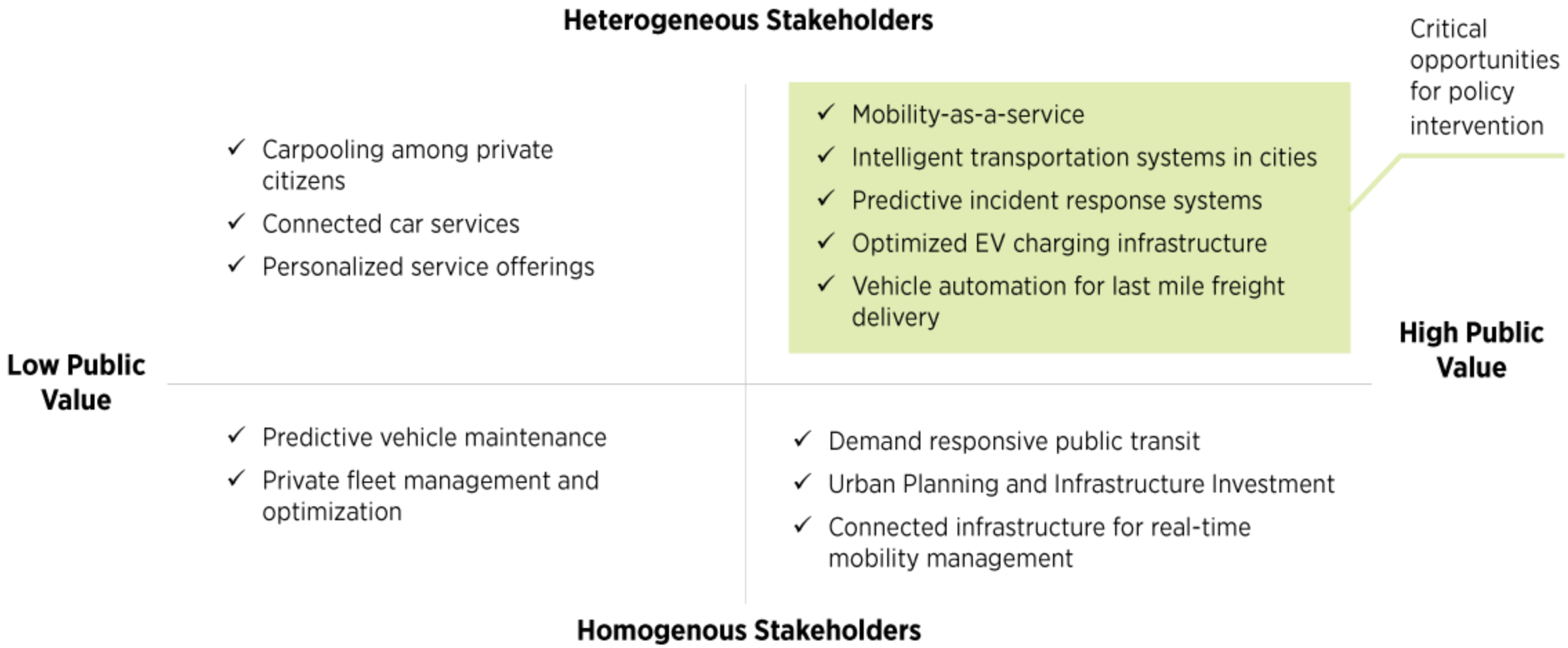
Potential Outcomes

- Data sharing supporting the transition to sustainable mobility
- Competitive data economy
- Ethical, privacy-proof and unbiased use of data
- Harmonized approaches and shared best practices to enable scaled impact

- Siloed approaches exacerbate mobility challenges
- Monopolized data economies, with widening data divide
- Accentuated biases rooted in race, gender, age, etc.
- Heterogeneous data sharing rules lead to local, irreplicable impact

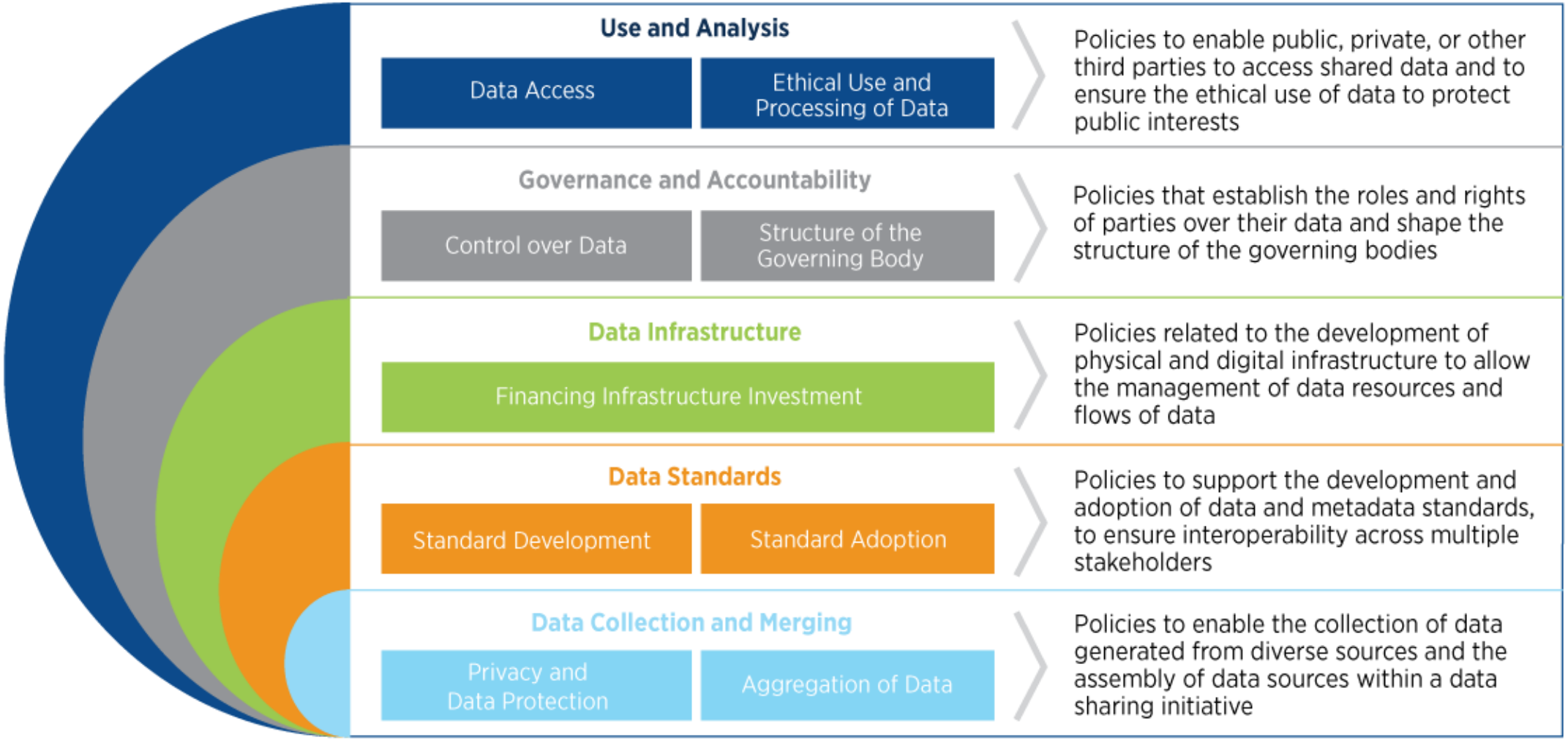
Source: Sustainable Mobility: Policy Making for Data Sharing

Policy makers must prioritize action



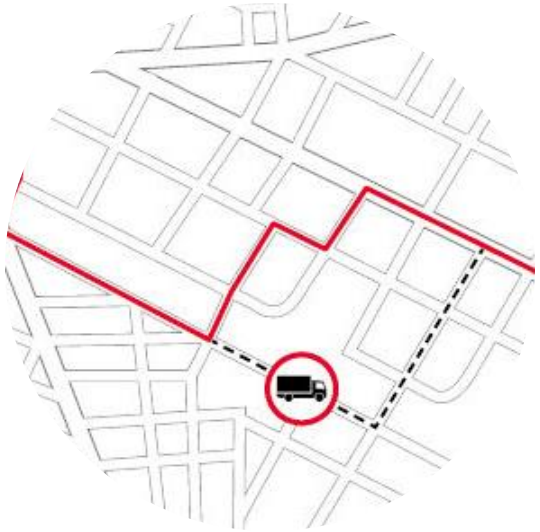
Source: Sustainable Mobility: Policy Making for Data Sharing

Policy framework for data sharing in mobility



Source: Sustainable Mobility: Policy Making for Data Sharing

Other use cases for data sharing in informal transportation



Route and schedule rationalization

Digital integration of multimodal transportation options

Accelerating electrification of informal transportation

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