



# Urban Air Mobility

## Vassilis AGOURIDAS



**Airbus**



*SUM, Action Cluster Meeting*  
**11 October 2017**  
*Brussels*

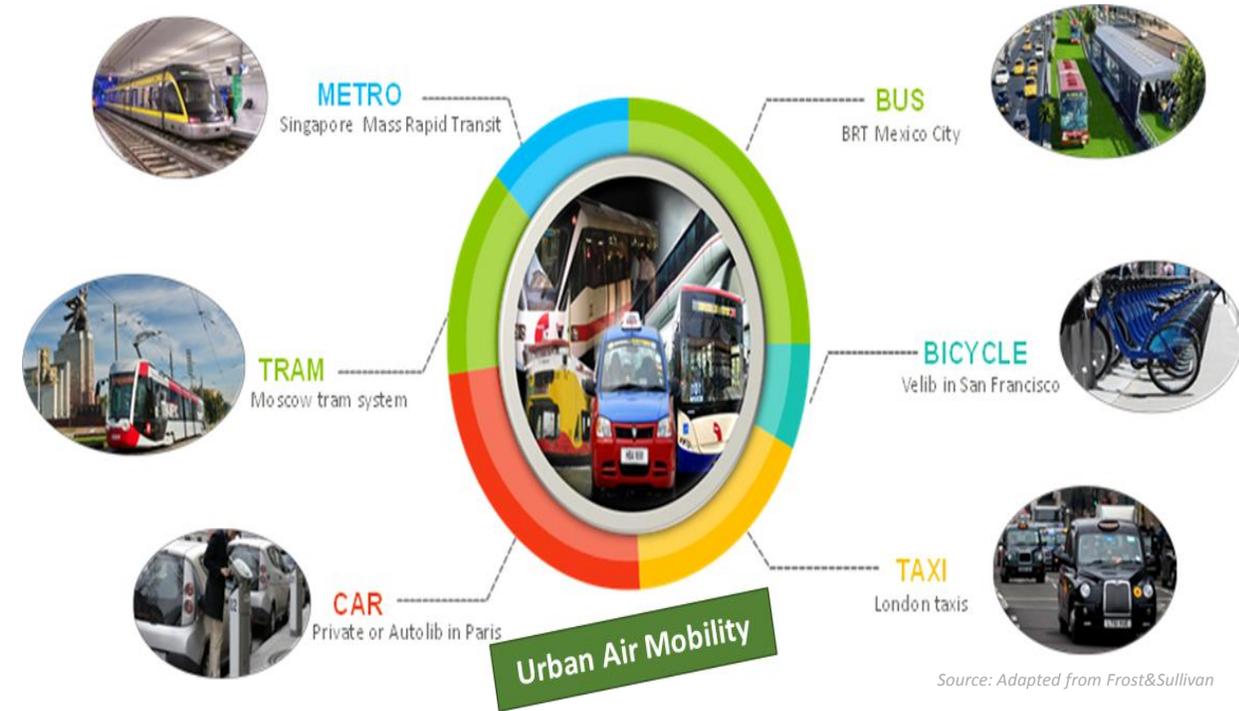


- Enabling efficient and effective mobility in urban areas is a key challenge.
- Transportation needs and expectations of European citizens are increasing with regard to sustainability, reliability, affordability and efficiency.
  - ✓ *This trend is to accelerate with the intensifying urbanisation and the formation of so called “mega cities”.*
  - ✓ *At the same time, technological innovations and new business models offer great potential for new approaches to urban mobility with Urban Air Mobility (UAM) being one of them.*
- The reason behind the EIP-SUM-AC UAM Initiative is to contribute to **bringing urban mobility into the third dimension – the airspace (flying vehicles)**.
- It needs to be acknowledged that focusing on urban areas alone will not solve all mobility issues. Thus, a more **systemic approach to urban mobility** requires considering not only mobility *within* cities (intra-city) but also *between* cities (inter-city) at shorter ranges or less popular routes not covered by typical commercial airliners.





- The UAM Initiative offers a **forum for diverse stakeholders** already involved, or to be involved, in urban-, and urban air-, mobility at intra-city and inter-city level.
  - *Example stakeholders may include, but are not limited to, cities, citizens, manufacturers, operators, infrastructure providers, insurance companies, realtors, etc.*
- The expectation from this multi-stakeholder approach is the bringing together of the relevant communities to **jointly work** on accelerating UAM market uptake, increasing public acceptance, and sharing innovative ideas.



**SMART MOBILITY in SMART CITIES:  
WALK. RIDE. DRIVE. FLY.**  
*'How do you want to commute today?'*

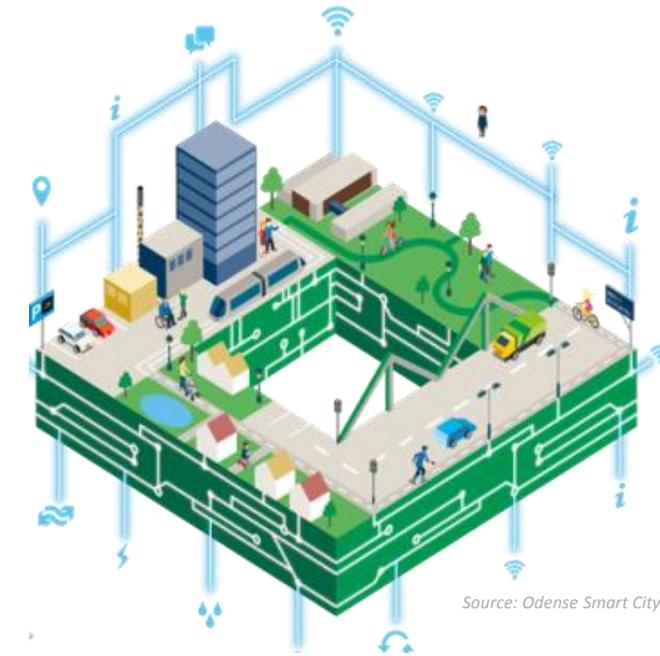


## Activity Pillars

- The UAM Initiative will steer its activities on smart mobility initiatives interfacing, or enabling UAM by addressing topics around the following four (initially, and not limited to) parallel thematic pillars:
  - 1. UAM interfaces with public transport** (*incl. existing and future setups*)
  - 2. Mobility as a Service** (*e.g. mobility platforms, seamless mobility, cybersecurity, insurance, legal, transport operations*)
  - 3. Ground infrastructure for UAM** (*e.g. real estate stakes and initiatives to support UAM such as dedicated UAM landing pads and integration to multimodal networks hubs, advanced communications-IoT*)
  - 4. ATM/UTM concepts for UAM and its integration in view of single sky operations**

## Activity Steps

- **First step:** *Set-up of community*
- **Second step:** *Joint elaboration of proposals*
- **Third step:** *Deployment and market uptake*



Source: Odense Smart City

*It is envisaged that the above activity pillars and steps will involve and mobilise the relevant European innovation stakeholders including the pertinent start-ups and SMEs ecosystems.*



- The UAM Initiative is led by **Airbus** as a global leader in aeronautics, defence, space and related services with revenues of € 67 billion and a workforce of around 134,000 (2016).
- Airbus is working on different concepts for urban air mobility and is **actively engaging** with cities and other stakeholders.
- It is expected that the UAM Initiative will **get together and engage diverse stakeholders** originating, for example, from:
  - ✓ *technology, industrial and service sectors such as aerospace, aviation, telecommunications, insurance, banking and investments, real estate, transportation, mobility institutes, environmental agencies, urban planning, cities governance and administration, etc.*
  - ✓ *Certainly, strong links and interfaces will be sought and established with existing initiatives across EIP Action Clusters (e.g. New Mobility Services (SUM), Small Giants, Urban Platforms, Business Models, Finance & Procurement, etc.)*



Task	Subtask	Deadline
<b>First Step (Oct'17-Jun, '18)</b>  <i>Create and engage a multi-stakeholder community for smart mobility featuring UAM</i>	Launch UAM Initiative (EIP AC, General Assembly, Brussels)	12 October 2017
	Build core group (multi-stakeholder)	January 2018
	Define boundaries of systemic analysis for smart mobility	March 2018
	Determine a 'first-cut' of areas for synergies among urban mobility stakeholders (in present and future)	June 2018
	Grow membership	Continuous
<b>Second Step (Jul'18-May'19)</b>  <i>Develop, qualify and articulate UAM concepts towards total urban mobility solutions</i>	Identify and put in place a diversified set of pilot projects with volunteer smart cities with the target to develop concrete urban air mobility options and proposals for intra-city and inter-city mobility - (first wave of pilot projects).	October 2018
	Converge on the outcome of pilot projects to shape archetypes of future total urban mobility solutions	December 2018
	Elaborate and advance business models for selected UAM concept archetypes.	May 2019
<b>Third Step (May-Dec'19)</b>  <i>Define a deployment strategy and roadmap</i>	Recommend strategic approach for smart mobility in European smart cities as well as exporting European know-how worldwide.	September 2019
	Outline investment requirements for 'lighthouse' and 'enabling' projects, and determine pertinent funding mechanisms.	November 2019
	Engage with European smart cities willing to demonstrate total urban mobility solutions by a way of hosting 'lighthouse' and 'enabling' projects - (second wave of pilot projects).	December 2019
<b>UAM Initiative Dissemination Event (in Jan-Mar 2020)</b>  <i>Achievements &amp; Way Forward</i>	Organise an event to present the outcome of the UAM Initiative.	January or February 2020
	Build on momentum from UAM Initiative to explore next steps.	March 2020



- **type of stakeholders sought to engage,**
  - ✓ from **technology, industrial** and **service** sectors such as aerospace, aviation, telecommunications, insurance, banking and investments, real estate, transportation, mobility institutes, environmental agencies, urban planning, cities governance and administration, etc.
  - ✓ Established and new members of existing initiatives across **EIP Action Clusters** (e.g. New Mobility Services (SUM), Small Giants, Urban Platforms, Business Models, Finance & Procurement, etc.) and other **related work at EC level** (e.g. exploratory and applied research projects, pilot projects etc.)
- **benefits of joining the UAM initiative,**
  - ✓ Access to European forum on UAM and (networking, partnerships, etc.)
  - ✓ Participate in cutting-edge projects (mix of technology+business+usability) that will have a real impact in shaping the future of urban mobility
  - ✓ Framing of future project proposals and visibility towards EC and possible funding / support mechanisms
  - ✓ Potential quicker market uptake of business models of respective stakeholders
- **what to do join**
  - ✓ Contact us: [vassilis.agouridas@airbus.com](mailto:vassilis.agouridas@airbus.com) , [enno.schumacher@airbus.com](mailto:enno.schumacher@airbus.com)



**THANK YOU!**

<https://eu-smartcities.eu>

**Contact:** [sustainablemobility@eu.smartcities.eu](mailto:sustainablemobility@eu.smartcities.eu)