Urban Air Mobility
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Airbus

SUM, Action Cluster Meeting
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• 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?’
Working approach

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

*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.)
<table>
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<tr>
<th>Task</th>
<th>Subtask</th>
<th>Deadline</th>
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<tr>
<td><strong>First Step (Oct’17-Jun, ’18)</strong></td>
<td>Launch UAM Initiative (EIP AC, General Assembly, Brussels)</td>
<td>12 October 2017</td>
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<td>Build core group (multi-stakeholder)</td>
<td>January 2018</td>
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<td>Define boundaries of systemic analysis for smart mobility</td>
<td>March 2018</td>
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<td><strong>Create and engage a multi-stakeholder community for smart mobility featuring UAM</strong></td>
<td>Determine a ‘first-cut’ of areas for synergies among urban mobility stakeholders (in present and future)</td>
<td>June 2018</td>
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<td></td>
<td>Grow membership</td>
<td>Continuous</td>
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<td><strong>Second Step (Jul’18-May’19)</strong></td>
<td>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).</td>
<td>October 2018</td>
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<td><strong>Develop, qualify and articulate UAM concepts towards total urban mobility solutions</strong></td>
<td>Converge on the outcome of pilot projects to shape archetypes of future total urban mobility solutions</td>
<td>December 2018</td>
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<td>Elaborate and advance business models for selected UAM concept archetypes.</td>
<td>May 2019</td>
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<td><strong>Third Step (May-Dec’19)</strong></td>
<td>Recommend strategic approach for smart mobility in European smart cities as well as exporting European know-how worldwide.</td>
<td>September 2019</td>
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<td><strong>Define a deployment strategy and roadmap</strong></td>
<td>Outline investment requirements for ‘lighthouse’ and ‘enabling’ projects, and determine pertinent funding mechanisms.</td>
<td>November 2019</td>
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<td>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).</td>
<td>December 2019</td>
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<td><strong>UAM Initiative Dissemination Event (in Jan-Mar 2020)</strong></td>
<td>Organise an event to present the outcome of the UAM Initiative.</td>
<td>January or February 2020</td>
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<td><strong>Achievements &amp; Way Forward</strong></td>
<td>Build on momentum from UAM Initiative to explore next steps.</td>
<td>March 2020</td>
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• **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

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