



Hitachi Rail

How to implement the ESG impact through Mobility ...such as Hitachi Rail solutions?

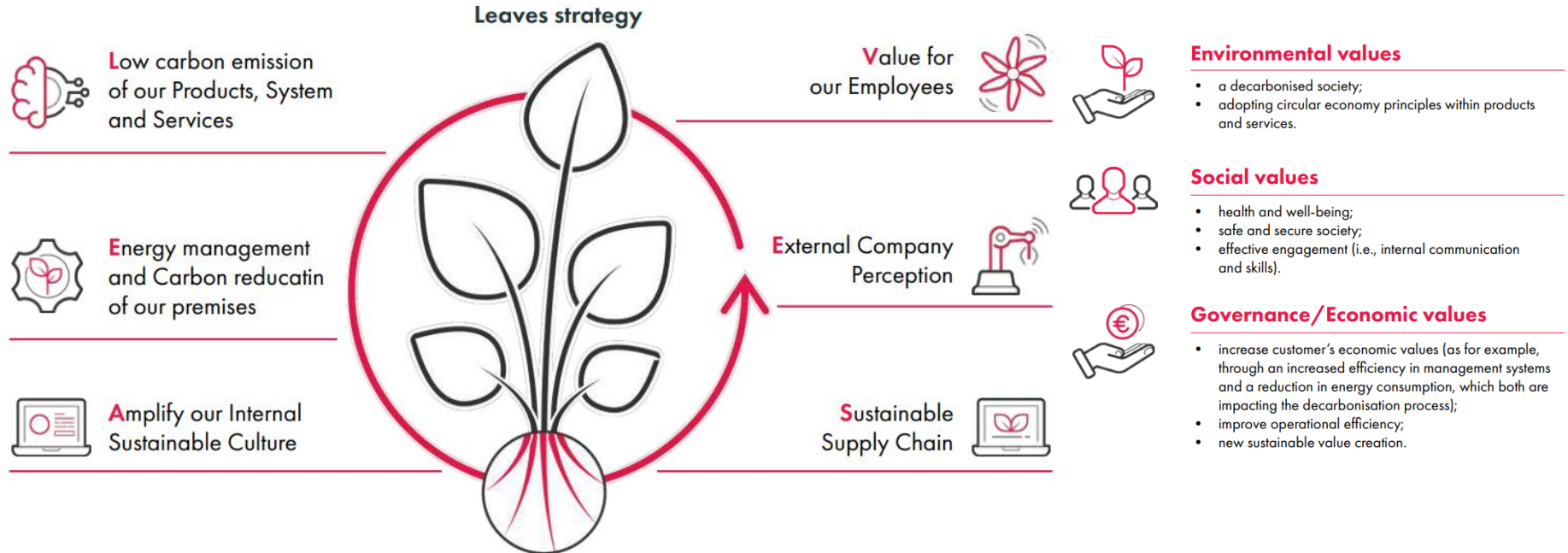
31/03/2023

A. Razeto

Director Corporate Social Responsibility and Sustainability

LEAVES strategy of CSR&S

Key elements of Sustainability strategy to be developed with several Company Stakeholders



Society is Changing and we Change Mobility

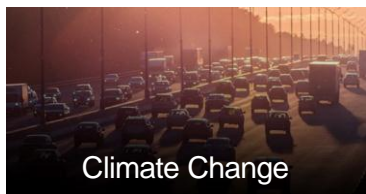
Trends and Global Challenges..



Global population growth of 9.7 billion is expected by 2050 from 7.6 billion in 2018*1



The proportion of the urbanized population will reach 68% by 2050, compared to 55% today*2



The negative impact of climate change causes environmental, economic and social changes

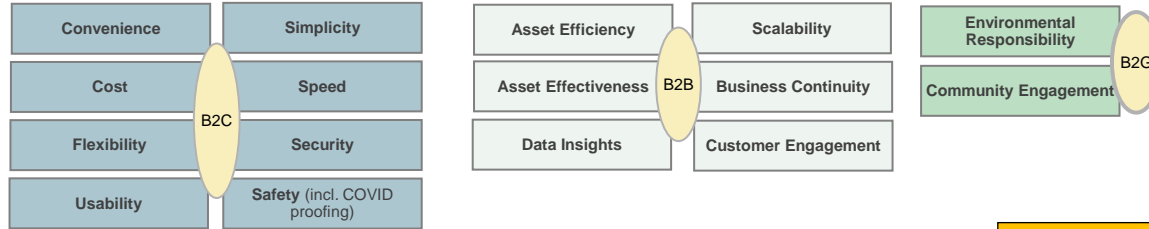
...that requires different mobility solutions



MaaS Overview

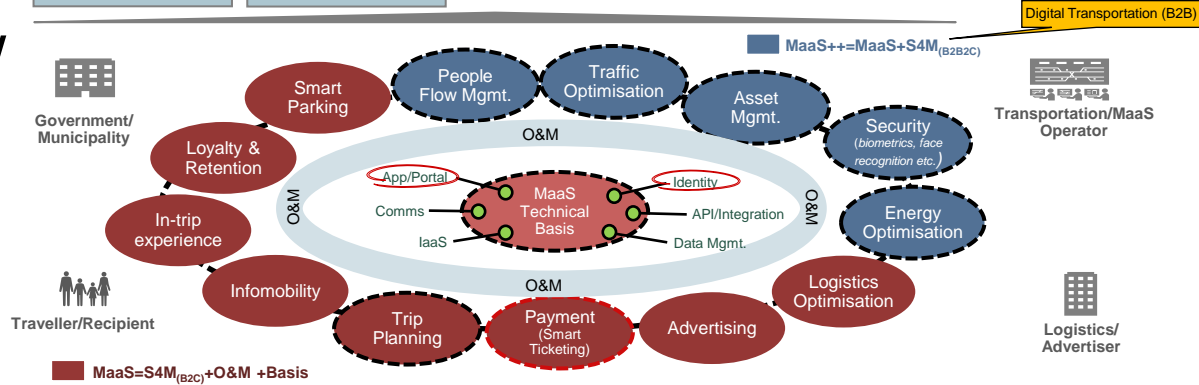
! Mobility-as-a-Service (MaaS) è l'integrazione di varie forme di servizio di trasporto in un'unica piattaforma di mobilità accessibile on demand e che implementa funzionalità quali *integrated multimodality*, *single payment channel* (via SmartPhone), *journey planning/booking* and *trip companion*.

Value Proposition

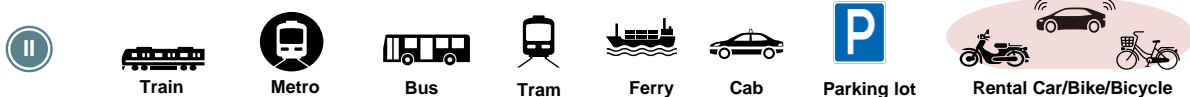


MaaS Overview

Services for Mobility



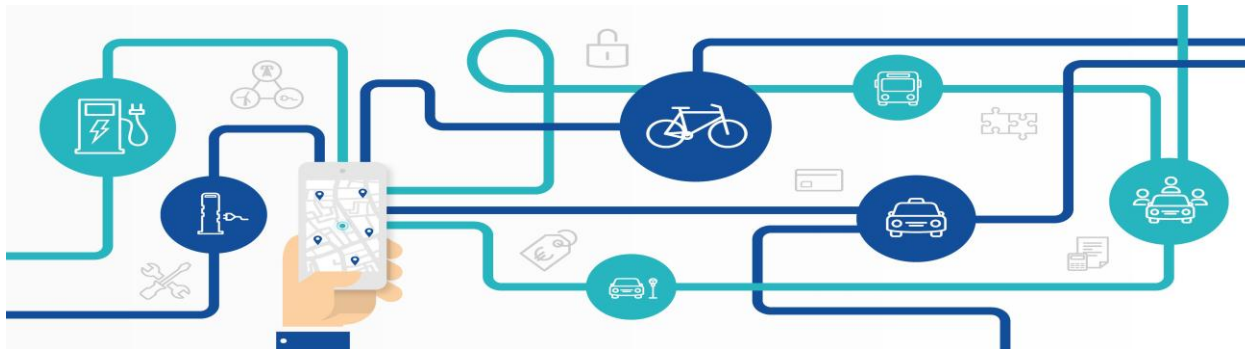
Modes of Transport



Project introduction

Key Data:

- **Project SoW:** Pilot Project regarding Digital Services and MaaS
- **Customer:** AMT Genova (AMT), Genoa Municipality;
- **Area:** Genoa City plus two suburban's lines (see slide n.4);
- **Funds:** financed by Hitachi Rail STS;
- **Target:** of SoW: 2.000 users
- **APP:** GoGoGe



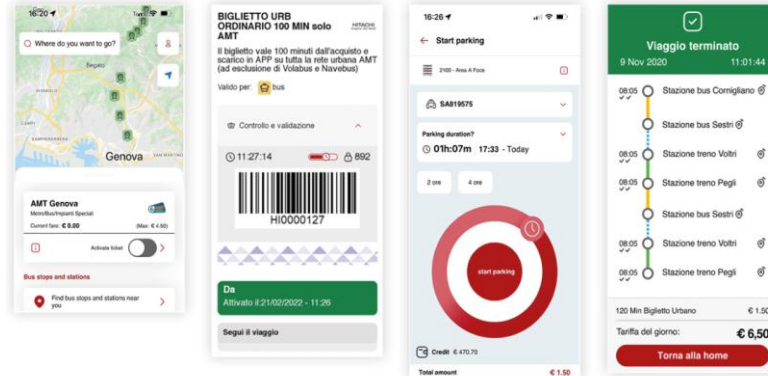
Providing a more convenient experience for passengers across multiple modes of transport.

We are always finding ways to improve passenger experience and enhance efficiency.

Our solutions enable passengers to use their mobiles for travel planning and payment across multiple modes of transport – including new 'hands-free' ticketing technology.

Hitachi's 360Pass mobile app for passengers serves multiple modes of transport, giving passengers numerous ways to plan and pay for their route.

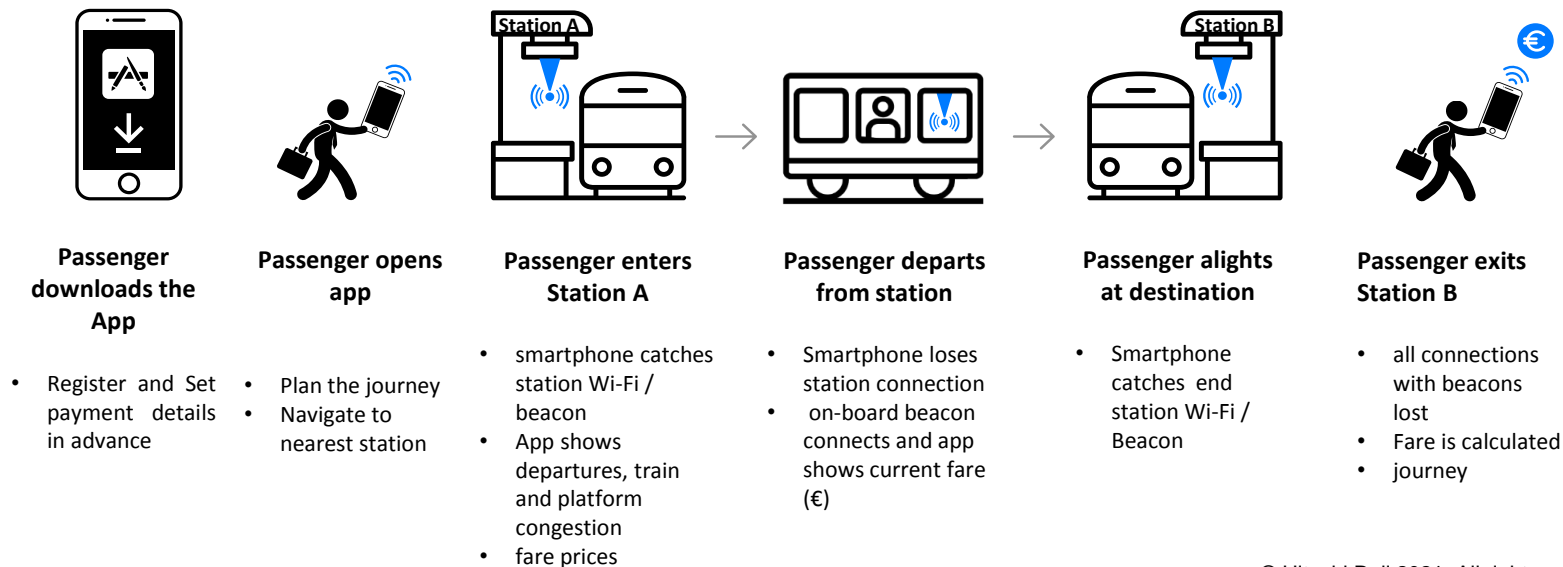
- Multiple modes of transport: Trains, buses, e-scooters, car share schemes, parking – even funiculars!
- Multiple ways to pay: Traditional ticketing, mobile 'tap in tap out', QR codes, and 'Hands-free' Bluetooth ticketing technology a world first.
- Interoperable with [360Motion](#): Hitachi's real-time data analytics platform creates a 'digital twin' of an entire transportation network. Read more about Hitachi's [digital signalling and systems](#) offerings to improve aspects of travel such as flow and security.



Hitachi Rail created a new “Digital Mobility” line of business for FY23 to provide more “as a service” offers for more customers: its first contract won was passenger flow management in Ontario, Canada

General Overview

It is an advanced system providing to the Operator an important **instrument to track the passengers flow**. The system works on top of any existing Ticketing solution and, thanks to a very light infrastructures based on BLE sensors supply a flexible, modern, simpler way for passengers to enjoy the transportation services.



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