

Mobility Hubs across Europe: Local Implementation Approaches



October 2025 · Webinar Summary





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Introduction

How can cities make public transport easier to access and use by linking it better with walking, cycling and shared mobility?

On 9 October 2025, UITP's Multimodal Mobility Unit hosted an UPPER Club session on the topic of "Mobility Hubs across Europe: Local Implementation Approaches". The session brought together UITP members from the Combined Mobility Committee, including operators, authorities and industry representatives.

The webinar explored different approaches to mobility hubs and multimodal integration through four European cases, including three supported by the UPPER project: Mannheim, the Hannover Region and Lisbon.

UPPER is coordinated by UITP and brings together 41 partners. The project aims to increase both ridership and satisfaction with public transport in ten cities and regions across Europe. To achieve this, 10 UPPER cities and regions are implementing around 80 measures that prioritise public transport and sustainable mobility.

The UPPER Club is a peer-exchange initiative designed to connect cities and selected UITP members through structured discussions. It enables UPPER cities to share progress and challenges during the 2025–2026 implementation phase, while inviting peer questions, practical insights, and potential pathways for replication beyond the project.

The webinar featured:

Mannheim: "Creating a network of mobility hubs" by Sebastian Klostermann, rnv

More information about the measure MAN_07 "Create a network of mobility hubs" [here](#).

Hannover Region: "Bike Tower as part of a multimodal node", presented by Calla Wilhelm and Helena Grenzebach, Hannover Region

More information about the measure HAN_03 "Added-value services in multimodal nodes to integrate public transport with active modes" [here](#).

Lisbon: "Integration of public transport and active travel modes", presented by Pedro Machado, TML

More information about the measure LIS_09 "To improve the integration of PT and active travel modes" [here](#).

Geneva: "Multimodal integration", presented by Daniel J. Reck, TPG (*this presentation is not part of the UPPER project*).

Mannheim

Creating a network of mobility hubs

Mannheim is a medium-sized German city of around 325,000 residents, part of a wider metropolitan area that includes Heidelberg and Ludwigshafen. Across the region, climate and transport targets are being implemented through concrete plans at both state and municipal level. Examples include Rhineland-Palatinate's climate objectives and Baden-Württemberg's Public Transport Strategy 2030, alongside separate cycling strategies and local mobility plans in neighbouring cities. Mannheim, as well as Heidelberg, has committed to climate neutrality by 2030 as part of the European Union Mission for Climate-Neutral and Smart Cities, with actions set out in the Mannheim Mobility Master Plan.

A key takeaway from Mannheim's presentation was that the goal is not only to improve services, but also to cut unnecessary traffic through integrated planning and to shift unavoidable trips to more sustainable modes. In this context, Mannheim positions public transport as the backbone of future mobility, especially for commuting, while making walking and cycling more attractive and strengthening links with other mobility services.

Under UPPER, rnv (the public transport operator) is developing a measure to build a network of connected mobility hubs by incorporating cycling and shared mobility into the planning, construction and operation of public transport hubs and stops. The concept considers existing micromobility such as e-scooters, bike sharing and car sharing and aims to support seamless transitions between PT, car sharing, bike sharing, e-scooters, walking and cycling by physically integrating them, increasing visibility and improving accessibility. The measure is designed to deliver a concept for shared mobility integration in PT planning and operations. The stated objectives are to improve integration of shared mobility with PT and improve the availability of multimodal options at PT stops, contributing to city goals on multimodal travel, public space quality and traffic emissions reduction.



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Making the first and last mile part of public transport

A strong message was that stop design is inseparable from the passenger experience. rnv stressed that passengers do not travel “from stop to stop”: journeys start earlier, with walking, cycling or shared mobility forming the first link, and they end later, with the onward leg after the alighting stop. Evidence cited from other cities suggests passengers can spend more than 40% of total public transport travel time outside the vehicle. Local figures reinforced the same point: 91% of passengers walk to the stop, and 98% walk from the stop to their destination. In practice, the footpath network, crossings and the immediate stop environment are part of public transport performance.

Mannheim also connected this to local mobility patterns. Reported figures included around 3.7 routes per day, roughly 74 minutes per day in traffic, and 26% of households without a car. rnv reported around 550,000 passengers per day (2023), with 79% holding annual tickets. Only a small proportion of passengers travel exclusively by public transport; most combine modes.

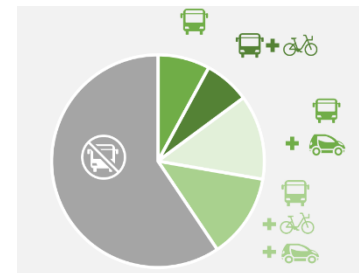


Figure 1 – Passengers means of travel in Mannheim

Patterns also differ by area: walking dominates in the core city, while private transport is more common in outer areas. After walking, cycling is the most common way to reach stops, making Bike+Ride and safe cycling access a central planning issue and one that is already prominent in municipal strategies.

Connecting modes at stops

While public transport services are largely integrated across the region, other sustainable modes are not. Active travel is increasingly included in planning, and bike parking and barrier-free access have been standard in new builds for years. Shared mobility services provided by private operators, however, remain weakly integrated and can expand or disappear depending on business conditions. With growing pressure to regulate shared services, especially e-scooter parking, the regional transport association VRN, together with Ludwigshafen, Mannheim and Heidelberg, drafted a regional shared mobility framework. rnv’s connected mobility concept is designed to align responsibilities and duties with this framework through coordinated stakeholder work.

rnv also shared requirements and guidance for connecting mobility options to stops, with particular detail on cycling. As higher-value bikes and e-bikes become more common, expectations shift toward parking that is theft-proof and weather-protected, placed as close to platforms as possible and increasingly lockable. Design requirements include sufficient spaces, ground-level access, safe links to the cycle network, protection against theft and vandalism, charging options for e-bikes, and space that works for larger bicycles, including cargo bikes. Different use patterns matter too: some bikes are parked during the day as part of a commute; others are used for the onward journey and may stay overnight or longer.

The presentation positioned other services as complementary: bike sharing is expected to expand; e-scooters need careful management in city centres to protect pedestrian space and support local regulation; car sharing supports PT passengers as an additional option; Park & Ride is limited in the city centre but relevant in outer areas; and flexible services such as fips connect via virtual stops rather than directly at platforms.

Mannheim's work under UPPER shows a shift from improving public transport "in isolation" to improving the full journey around it. The mobility hub approach responds directly to what passenger behaviour underlines: the first and last mile, especially walking, and increasingly cycling, largely determines how accessible and attractive public transport feels. At the same time, the regional shared mobility framework creates a basis for consistent rules and responsibilities for shared services, particularly where space management and pedestrian safety are sensitive issues. The remaining challenge is delivery: making integrated hubs work in practice requires ongoing coordination across disciplines (such as service and infrastructure planning) and across multiple external actors.

Q&A Highlight

Beyond physical hubs, what are you doing on seamless booking and payment? If someone combines public transport with bike or car sharing, they shouldn't face two different booking and payment flows.

Work on seamless booking and payment is mainly being taken forward at transport association level because the region is large and needs one approach across the whole network. This is currently outside rnv's direct scope. Where rnv has operational control – such as its on-demand service (fips) – it is working to integrate that into its own app because it operates the service and has the necessary data.

Peer discussions

Participants raised two linked themes. One was wayfinding and navigation between modes, including how to support people with disabilities and, in particular, people with cognitive disabilities who are often overlooked. rnv noted that barrier-free access and accessibility are a major focus in current stop planning standards and that the city is active on this topic, with exchange taking place with different groups.

The second theme was how to justify costs and align stakeholders. Participants pointed out that accessible or inclusive measures can look harder to defend when framed as serving "small groups," even though the wider benefits are clear. A memorable point from discussion was that one cannot estimate future demand by looking only at current behaviour, people avoid systems that do not work for them today. Others noted that accessibility upgrades typically benefit many more users than the headline target group (luggage, prams, temporary injuries) and can reduce the need for paid assistance by enabling independent travel.

Hannover Region

Bike Tower as part of a multimodal node

The Hannover Region is both a geographic area in northern Germany and a local authority. It brings together 21 towns and municipalities and serves around 1.2 million residents across roughly 2,300 km². Unlike many metropolitan areas where responsibilities are split, the Region plans, organises and finances local public transport while also being responsible for cycling infrastructure at regional level. This governance setup puts Hannover Region in a strong position to shape intermodal travel chains across municipalities.

Many railway and light-rail stations in the Hannover Region act as key interchange points, yet not all currently enable smooth transfers between modes, bicycle parking is often the missing link. The measure presented in the webinar addresses this gap by making stations more passenger-friendly and enabling easier switching between bicycle and train/bus in both directions, supported by secure parking and complementary services where appropriate.

The measure presented focuses on improving the passenger experience at stations by strengthening Bike+Ride facilities and supporting intermodal travel. The measure covers secure bicycle parking, on-site bike sharing, and other services such as bicycle repair.



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Building on this approach, Wunstorf has developed a new bicycle tower, financed through other funding sources. Within the UPPER project, the focus is on evaluating how the tower is used and how it influences the overall station experience. A second Bike+Ride facility is also planned to open during the project period and will be assessed in the same way. The main output will be a practical report with recommendations to improve user satisfaction and convenience at Bike+Ride sites, and to guide the development of stations into multimodal nodes,

connected to the cycle-route network and providing dedicated space for shared mobility.

Why Wunstorf and what the tower adds

Wunstorf was chosen because of commuter demand into Hannover: around 13,000 commuters per day, supported by around five trains per hour, plus about 4,000 bus passengers getting on and off. Before the tower opened, bicycle parking was overcrowded on weekdays, not always weather-protected, and often perceived as insecure, making morning parking time-consuming and theft risk a recurring concern.



Figure 2 – Hannover Region commuters (the thickness of the lines symbolise the number of passengers)

The bike tower opened in November 2023 and is a secure, digitised facility designed to make cycling-to-transit more convenient. It provides 244 parking spaces arranged across multiple levels, with automated storage that parks a bicycle in roughly 30 seconds. It includes 28 lockers with power connections, allowing batteries to be charged, relevant given the growth in e-bike use. Access is managed through an app (booking in advance or on arrival), with a touchscreen at the entrance guiding the storage process. Maximum parking time is set at 72 hours.

Parking is free, by design. The rationale is parity with car access: if car parking for catching the train is free, charging cyclists could weaken the shift the tower is trying to support. The time limit is intended to keep turnover high and prevent the tower from becoming a long-term storage facility.



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Bike Tower as a lighthouse project

The tower was positioned as a “lighthouse” project for the mobility transition in the region and as a visible symbol of intermodal travel chains. The target group described most clearly was not only existing cyclists, but also people who previously drove to the station and may be willing to switch to cycling, often on higher-value (e-)bikes, if the offer is safe, comfortable and effortless to use. In that sense, the tower is intended to make cycling-to-transit feel as convenient and reliable as driving-to-transit, while supporting wider policy goals, including climate objectives linked to the traffic development plan (VEP 2035+).

At the same time, the tower sparked debate. Its visibility and high-tech character were seen by some as a powerful statement and a way to build acceptance for cycling investment. Others questioned whether the same funding could have delivered more benefit through simpler measures, such as building many more covered racks or basic protected parking. Concerns were also raised about usability for less tech-confident passengers and first-time users. Reliability was another point: the system is still being stabilised and technical malfunctions require ongoing adjustments. This raised a broader question for PT stakeholders: how to balance flagship infrastructure that attracts attention and can shift behaviour, with lower-cost measures that can be rolled out quickly and widely across stations.

The Hannover Region case shows how Bike+Ride can be treated as a core part of station development, especially in a governance setting where one authority can align public transport and cycling infrastructure across municipalities. In Wunstorf, the bike tower addresses concrete problems (overcrowding, weather exposure, theft risk) and targets car-to-bike-to-train shifts by offering secure, convenient and digitised parking, reinforced by a free-pricing approach and a time limit to maintain turnover. Under UPPER, the value of this approach will depend on what the evaluation shows: who uses the tower, how it changes access patterns, and whether it improves perceived convenience enough to support intermodal travel at scale.

Q&A Highlight

From a user perspective: if many people arrive by bike in the morning peak and parking takes around 30 seconds per bike, won't that create queues at the tower entrance?

So far, queues haven't been an issue. The tower has not been fully occupied and there haven't been lines at the two access portals. First-time users can take longer (closer to a few minutes) because they need to follow the on-screen steps, but regular users are much faster and use it daily. Demand is also spread out because there are frequent trains (around five per hour). Some people also choose not to use the tower because it feels “too far” or on the “wrong side” of the station, even though the distance is limited—showing how sensitive users can be to short walking distances. If usage grows significantly, queuing may become more relevant, but it has not happened so far.

Peer discussions

Discussions around Hannover's bike tower focused on a familiar tension for PT and active mobility projects: how to balance a highly visible, innovative "lighthouse" investment with simpler, lower-cost measures that can be rolled out widely. Several participants asked how to judge value for money without a clear lifecycle business case, and the discussion highlighted that cost debates are often inseparable from questions of target group and purpose, whether the goal is to provide basic parking for many people, or to attract former car users by offering a high-comfort alternative that feels as reliable as driving.

Operational credibility was another recurring theme. Participants raised practical issues that shape user trust and uptake: how peak-time demand is managed, how the 72-hour rule works in practice in a free facility, and what happens when systems fail (for example during a blackout). The responses suggested that while major problems such as queues have not appeared so far, the system is still being stabilised, and maintenance and interface issues currently drive higher operating effort. This reinforced a broader point from discussion: digital and automated solutions can improve convenience, but they also introduce new dependencies, reliability, support processes, and simple onboarding all become part of the passenger experience.

Finally, participants questioned how behaviour change can be evidenced—especially whether the tower is shifting access trips from car-to-station to bike-to-station. The discussion highlighted the limits of evaluating only existing users and the need to reach non-users (for example people currently using car parks), while also recognising that active marketing may be difficult until the system operates smoothly. Several participants saw monitoring as a benefit in itself, helping municipalities move beyond "fully booked" key-based models and towards management based on real usage patterns.

Lisbon

Integrating public transport and active travel modes

Lisbon is tackling integration at the metropolitan scale. Across the Lisbon Metropolitan Area, which counts around 3 million people in 18 municipalities, several public transport-related measures are moving forward in parallel. Designed and approved at metropolitan level, these include the metropolitan SUMP, an accessibility plan for people with disabilities, work supported through the EIB InvestEU Advisory Hub, the GIRA x Navegante integration, and bicycle parking at mobility hubs.

Within UPPER, Lisbon partners are strengthening integration between public transport and active modes through two practical focus areas: improving cycle parking infrastructure at interfaces and integrating public transport with Lisbon's public bike sharing system GIRA at ticketing level. The measure aims to strengthen the PT-active modes link both through infrastructure (cycle parking at interfaces) and through service integration (ticketing). It contributes to wider city goals on PT flexibility, cycling infrastructure at interfaces, and increasing the modal share of public transport and active modes.

Why integration is a priority in Lisbon

Lisbon's public transport network has been in place for decades. Network development historically focused on public transport multimodality while largely disregarding cycling as a complementary option, partly because cycling infrastructure was essentially non-existent until a little over a decade ago. Cycling routes have since expanded rapidly, and route planning increasingly treats the PT network as a key element. Cycle parking at interfaces has lagged behind, and ticketing started from separate systems, meaning users needed different tickets or subscriptions even for long-term use of both services.



To structure physical integration, Lisbon is applying SmartHub methodologies. This includes defining a hierarchy of public transport interfaces with local stakeholders (metropolitan municipalities, infrastructure owners and public transport operators), then creating bike parking at selected interfaces and monitoring its use. This links with the Lisbon Metropolitan Area SUMP, which includes an evaluation covering 256 stops (including 153 interfaces and 106 bus stops) and actions such as pedestrian and cycling network improvements and stronger PT-active mode connections at interfaces.

Accessibility is being treated as a parallel priority too. The metropolitan accessibility plan for people with disabilities includes a guide for assessing accessibility conditions at public transport interfaces, diagnosis and reporting on barriers, intervention typologies that can be applied, and a digital participation tool for people with disabilities to report problems.

In parallel, a partnership with the EIB through the InvestEU Advisory Hub is supporting a more systematic approach to interfaces and mobility hubs. Work includes interface typification (bus stop, medium-size station, large interface), a proposed database structure for around 16,000 interfaces, quality standards (basic, improved, target), fieldwork-based characterisation, identification of new interfaces, and investment needs and plans. A key point emphasised was that these three strands (SUMP, accessibility plan, EIB work) are designed to feed each other.

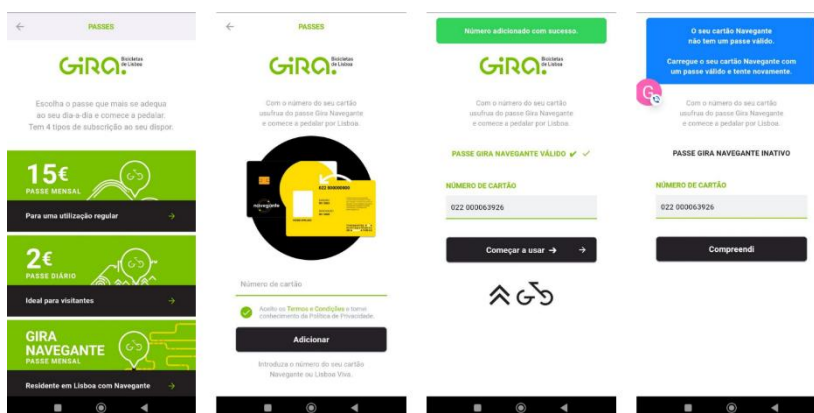
The BiciParks and GIRA x Navegante initiatives

A specific infrastructure strand linked to this work is the development of “BiciParks” at public transport interfaces. The aim is to create a bicycle parking network at key interfaces, with access reserved for commuters within the public transport network. These facilities are planned to be accessible only to users with a Navegante account, the public transport card that provides access to the metropolitan network (noted as €40 per month for the monthly pass). The design process is planned to run through 2026 and includes identifying suitable locations, checking feasibility with municipalities and interface managers, developing regulations and a management model, formalising partnerships required for investment, applying for support where relevant, and then implementing the network.



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On the ticketing side, Lisbon has already moved from separate systems to a more integrated offer through the GIRA x Navegante initiative. TML (the public transport authority) and the City of Lisbon, together with EMEL (which operates GIRA), developed a product aimed at public transport pass users: if a user has a valid monthly Navegante title, they can access the GIRA bike sharing scheme for free via an option in the GIRA app (by entering the public transport card number). Users then confirm each month that their public transport ticket remains valid.



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Figures shared show GIRA had around 25,000 users in 2024, and by 9 October 2025 the GIRA x Navegante product counted 2,861 users, around 10% of that user base, up from about 6% when it launched in 2023. Lisbon presented this as an example of institutional, operational, financial and technical integration working together to improve the competitiveness of alternatives to the private car.

Lisbon's UPPER work is less about a single stand-alone intervention and more about building a joined-up system where cycling and public transport function together. It combines structured methods for prioritising and upgrading interfaces, a pipeline for secure bike parking at key nodes, and a practical example of ticketing integration through GIRA x Navegante. The main challenge ahead is scaling beyond Lisbon city: integration across multiple municipalities becomes harder as systems and business models differ, and it requires a workable cost-sharing approach.

Q&A Highlight

If GIRA x Navegante is extended to other municipalities, what would be the main issue: different suppliers, technologies, or business models?

The costs. The integrated product has a cost that is currently supported by the City of Lisbon, and other municipalities would need to contribute financially to extend it. Besides, integration becomes more complex when municipalities use different schemes and technologies.

Geneva

Mobility hubs and multimodal integration

In Geneva, the public transport operator TPG is taking a broad approach to multimodal integration, with a particular focus on how shared mobility can better complement public transport rather than simply “coexist” next to it. Around stations, rail, trams, buses, shared bikes and car sharing may all be present, but not always organised or presented as one system. In some locations, services such as car sharing can be hard to spot, reducing visibility and use.

TPG explained two main reasons for investing in integration. The first is the classic public transport objective: extending the catchment area and making it easier to reach public transport via first/last-mile options. The second is more strategic: shared mobility currently represents a small share of trips in Geneva, so today the business case may look limited if judged only on current mode share. However, TPG sees integration work as a way to “set the rules and the order” now, so that the system is better prepared for future changes that may have a bigger impact on travel behaviour, including the potential role of automated vehicles.

Approach to multimodal integration

To structure the work, TPG is focusing on three dimensions of integration. The first is physical integration through infrastructure and mobility hubs. The second is digital integration, aiming to enable users to plan, book and pay for intermodal trips through a single app rather than switching between multiple platforms. The third is pricing, including multimodal bundles. One example shared was an upgrade option linked to an existing season ticket, such as adding several months of bike sharing or cargo bike sharing to a public transport subscription.

On the mobility hub side, the recent focus has been on creating an integrated passenger information “totem” or infrastructure that gives a clear overview of what is available at a given location. This includes public transport services (urban rail, buses and trams), bike sharing, bike lockers and bike stations, cargo bike sharing, car sharing, and Park & Ride points. Additional services are also being considered for later phases, linked to place-making and trip-avoidance strategies.



Mobility hubs and their rollout strategy

Geneva's hub deployment started around two years ago in the context of a Horizon Europe project and moved quickly from a single pilot to a larger rollout. By the end of the second year, the network had scaled to 12 hubs. A key implementation point was financing: so far, mobility hubs have been funded entirely through external funding sources. TPG also emphasised the importance of "anchoring" pilots into mainstream planning so they do not disappear after the project ends. From the beginning, the authority was involved, and mobility hubs have now been integrated into major planning documents and agreements that operate on five-year cycles, including the public transport plan, the active mobility plan, and the service contract between TPG and the authority. This also supports long-term delivery: an extension strategy has been agreed, with a target to expand the network by roughly 10 hubs per year. A staged rollout plan is in place, with hubs planned year by year through to 2032.

Choosing hub locations started in an opportunistic way, installing hubs where permissions and construction conditions allowed, recognising how difficult it can be to intervene in public space. Over time, the approach is becoming more strategic, linked to extending public transport accessibility. An example was shown for an industrial zone: by mapping five-minute walking catchments around public transport stops, areas outside practical walking access become visible, and hubs can be placed to help close those gaps and extend the catchment area.

A major thread in Geneva's approach is measurement. TPG argued that while there is growing knowledge about how to design hubs and integrate services, there is still limited evidence on how people actually combine modes, and therefore limited ability to estimate return on investment for integration measures. To address this, Geneva has set up a larger research project financed by the Swiss Confederation on intermodal travel behaviour.

In 2024, this included a survey and a smartphone-based GPS tracking experiment with around 2,500 participants in the Geneva region. Early results (late 2024) suggest that most trips are still monomodal (around 60–90%, depending on how walking is counted). Public transport is the most intermodal mode, but even there only about one-third of trips combine it with another mode (including transfers between public transport lines). Shared mobility services such as bike sharing and car sharing appear to be used more intermodally than privately owned bikes or cars. The next step is evaluation over time: after installing 12 new hubs, the same study is being repeated with the same participants to see whether behaviour changes at the strategic locations where hubs were added.

TPG also flagged several open questions and challenges for future development. These include: identifying the best location-selection approaches for hubs; deciding which services to include beyond transport (for example micro-logistics lockers linked to trip avoidance); improving universal design; choosing how dynamic or digital the information infrastructure should be given cost implications; strengthening wayfinding and visibility in a context with administrative constraints; and deciding how to handle branding and recognition—whether

to keep hubs neutral or connect them to a broader identity such as “Greater Geneva” or a wider Swiss approach across cities.

Geneva’s approach frames multimodal integration as a long-term system-building effort, not a single infrastructure intervention. The work combines physical hubs (with clear, shared passenger information), digital integration (one journey planning/booking/payment pathway), and pricing tools (multimodal bundles) to make intermodal travel more understandable and more attractive. At the same time, Geneva is openly investing in evidence: by building a baseline of real intermodal behaviour and repeating the measurement after hub rollout, the city aims to move beyond assumptions and better understand what integration measures actually change. The main question moving forward is how to scale these hubs in a way that remains inclusive, legible, and easy to use, while navigating the practical constraints of public space, governance, and long-term operating costs.

Q&A Highlight

What do you mean by “universal design” for the mobility hub information totems, and how are you approaching it?

The goal is infrastructure that is usable and understandable for everyone without special adaptations. This is being explored through the Inclusive Spaces project. TPG noted that there is no final answer yet, and that universal design remains a difficult challenge, especially because shared mobility is still used by relatively small parts of the population.

Peer discussions

The discussions focused on governance in multi-operator station environments: who “owns” the space and passenger information when multiple actors are involved. TPG noted the coordination challenge, especially for wayfinding and signage in major stations. External funding was described as helpful because it reduces the need to first negotiate who pays and allows an iterative “test and improve” approach with stakeholders.

Participants also asked about study design (participants were recruited via shared mobility operators because the study targets shared mobility–PT links) and what hubs might change when services already existed. Expected effects included improved visibility (especially for car sharing) and improved reliability through agreements with operators, such as ensuring a minimum availability of shared bikes at hub locations.

Key conclusions

Mobility hubs and multimodal integration are increasingly being used to make public transport easier to access, easier to understand and more competitive with the private car. For the public transport sector, the takeaway is that hubs reshape the first and last mile, which directly affects how public transport performs and how people choose to travel.

Across Mannheim, Hannover Region, Lisbon and Geneva—whether the focus is a connected hub network, a bike tower, ticketing integration or passenger information totems—the same three pressures keep resurfacing: coordination between actors, inclusivity and usability, and reducing friction for passengers, including (where possible) simpler booking and payment across modes.

Coordination and stakeholder management

Across all four cases, delivery depends on aligning multiple actors around roles, rules, and responsibilities. Mannheim shows how a regional framework can support shared mobility regulation and clearer coordination. Lisbon highlights the added complexity of working across 18 municipalities, where agreements are needed on governance and cost-sharing as much as on design. Geneva makes the multi-operator reality of stations very tangible and shows how external funding can reduce friction by removing “who pays” as the first barrier. Hannover adds the operational side: even once built, outcomes depend on day-to-day coordination, maintenance, and managing expectations.

Universal design and inclusivity

Integration only works at scale if it works for real users—not just confident early adopters. Mannheim underlines that the stop environment (walking routes, crossings, accessibility) is part of public transport performance. Lisbon embeds inclusivity through accessibility assessment tools and interface evaluation methods. Geneva flags universal design as a major open challenge and a focus for ongoing work. Hannover illustrates the risk that high-tech solutions can create usability barriers for first-time or less tech-confident users, and can trigger debate about who benefits.

Booking and payment integration

Physical integration is not enough if the digital journey is fragmented. Lisbon provides a concrete example with GIRA x Navegante, while also showing the challenge of scaling across municipalities when costs and models differ. Geneva treats digital integration as a core pillar, aiming for one place to plan, book and pay, supported by multimodal bundles. Mannheim’s peer discussion reinforces the passenger perspective: multiple apps and payment flows break the travel chain. Hannover is a reminder that digital tools also need to be reliable and simple, otherwise they can become a barrier rather than an enabler.



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