« New norm » of Events’ Mobility

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SPEAKER

Partner and member of Board of Directors at Citec
Head of Large Events Planning and Operations Department at Citec
Head of Transportation at Milano Cortina 2026
UITP Knowledge Partner Lecturer at various institutes (HES-SO Geneva, AISTS, by IOC and EPFL)

- Master in Transport Engineering at Turin (Polito) and Lausanne (EPFL) Institutes of technology, on Olympics mobility solutions at Sydney 2000, Athens 2004 and Turin 2006 (Prof. Bovy)
- Director at Citec and member of the board
- Head of Transport at Milano Cortina 2026 Organizing Committee for XXV Winter Olympic Games
- Director of transport working groups of Olympic bids of Milano Cortina 2026 and Paris 2024
- IOC expert on transport and mobility on Sochi 2014, Pyeongchang 2018, and advisor to the Evaluation Commissions for 2020 Olympic Games and 2022 Winter Olympic Games
- UEFA mobility expert and mobility and transport manager for UEFA Euro 2008, 2012, 2016, 2020, as well as multiple UEFA Club Final events, such as UCLF Milan 2016 and Kiev 2018, UELF Seville 2022 and UECLF Prague 2023
- Transport manager at Torino 2006 Olympic Games
Citec Group
Engineering events’ mobility
Citec • Large Events

SERVICES FOR EVENTS

Turnkey Mobility & Events Transport Solutions

STRATEGY
- Bidding phase
- Global transport concept
- Demand vs. capacity analysis
- Liaison with public authorities
- Technical assistance
- Strategic advisory

PLANNING
- Venue design
- Tender development
- Fleet management
- Parking requirement
- Event signage
- Maps and plans

OPERATIONS
- Team readiness
- Build up
- Delivery
- Lay down
- Debrief and stats
Playground joins Citec group

TRANSPORT OPERATIONS DELIVERY
**Transport is part of the event experience**

**Challenges**

- **Transport to positively contribute to events’ experience**
  
  - Effective, safe and reliable transport services to clients
  - Mobility could contribute to the promotion of Host Territory
  - Maximising legacy and sustainable mobility solutions
  - Minimising impacts on Host Territory during the event
TRANSPORT INTERACTS WITH ALMOST EVERY OTHER OPERATIONAL FUNCTIONAL AREA

- **Accommodation** responsible of transport operational challenges
- **Privileges** and **Security** contraints impact transport cost directly
- **Ticketing** and **pressure on revenue** could lead to un-manageable transport system
SEVERE INCREASE IN TRANSPORT COSTS GIVEN THE CURRENT GEO-POLITICAL AND INDUSTRIAL-ECONOMIC SCENARIO

- Scattered governance and slow changes
- Car industry is facing strong re-structuring
- Recent geo-political instability led to severe increase of costs
- Energy market and environmental responsibility
CHALLENGES

Event clients, participants and stakeholders mobility

KNOWING THE TRANSPORT DEMAND AND ORIENT SOLUTIONS EVEN WITH EXTREME SITUATIONS

- Athletes / Teams
- Technical staff
- Workforce (staff, volunteers, providers)
- Broadcasts and Media
- Guests
- Sponsor and hospitality
- Ticketed spectators
- Residents and visitors
PARTICIPANTS BEHAVIOURS AND EXPECTATIONS ARE CHANGING

- Expectations around **customized experience**
- **Real-time** information
- **Flexibility** for adjustments
Integrated planning and innovative projects
TRANSPORT IS AMONG MOST IMPORTANT FUNCTIONAL AREAS TO EMBRACE NEW NORM

› Shared services
› Multimodal chain of transport
› On-demand services
› Real-time communication
Involvement of event owner to encourage and support innovation

Clear objectives as of the start of event organiser’s planning

Comprehensive governance to deploy event’s mobility
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ON THE EDGE PROJECTS

Paris 2024 integrated organiser and host territory transport

PARIS 2024 TRANSPORT PLAN FULL INTEGRATION WITH RAIL PUBLIC TRANSPORT AT REGIONAL SCALE

PARIS 2024 Jeux Olympiques / Olympic Games - Services TR, TC, T1 et T3 / TR, TC, T1 and T3 services
ON THE EDGE PROJECTS

Milano Cortina 2026 railway backbone and customized cluster transport services

MILANO CORTINA 2026 MULTI-REGIONAL AND MULTIMODAL TRANSPORT PLAN

Transport Concept - Winter Olympic Games Milano Cortina 2026
Digitalization and customized solutions to fit the purpose

Digital solutions improved reliability

Very little physical infrastructure for digital solutions

Transport towards MaaS (Mobility as a Service)

Optimisation of resources (km, vehicles, etc.)

Connected to customers (participants, stakeholders, etc.)
NEW NORM OF EVENTS' MOBILITY

- Full integration of **Owner-Organiser-Host Territory** in transport planning process with **robust governance**
- Event’s stakeholders involvement to review **levels of service** and the way the event is consumed
- **Accommodation, Security, Ticketing** to work in close integration with Transport
- Extension of **shared service** and **on-demand transport** solutions profiting of **digitalization of transport**
We move forward together with confidence

PROJECTS REFERENCES: STRATEGY > PLANNING > OPERATIONS

MAIN ON-GOING PROJECTS

ADVISORY

FIFA
Thank you

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