



Local host

Welcome to InformNorden and Nordisk lokaltrafik!

This year the combined InformNorden and Nordisk lokaltrafik conferences are hosted by SLL at Stockholm International Fairs, Älvsjö from Monday 22 October to Wednesday 24 October.

The conferences are co-organized with Persontrafik 2018, the largest public transport conference in the Nordics.



In addition to seminars covering all aspects of public transport, Persontrafik offers a large exhibition with the very best from all parts of our supply industry.

The programme covers 8 innovative sessions with 42 speakers. All InformNorden sessions are held in English, while some Nordisk lokaltrafik speeches are delivered in Swedish, Norwegian or Danish. See www.informnorden.org

All sessions take place in room T3. For registration see www.persontrafik.se

Welcome to Stockholm!

Caroline Ottosson
CEO, SLL Trafikförvaltningen

Plenary with Persontrafik 2018

09:30 – 10:00	Registration at Stockholm International Fairs, Älvsjö
10:00 – 12:30	Persontrafik 2018 - see programme www.persontrafik.se
12:30 – 13:30	LUNCH
13:30 – 15:00	Persontrafik 2018 - see programme www.persontrafik.se
15:00 – 15:30	COFFEE BREAK

Welcome and Keynote - the Nordic Stream with InformNorden and Nordisk lokaltrafik

Moderator: Frode Hvattum, Ruter As

15:30 – 15:40	Words of welcome <i>By Caroline Ottosson, CEO SLL Trafikförvaltningen, Stockholm and local host.</i>
15:40 – 16:00	Nordic Keynote: How to govern the smart mobility transition and our role in “combined mobility”? <i>Strategies for Combined Mobility with examples from Stockholm, Helsinki, Gothenburg, Copenhagen and Oslo.</i> <i>Frode Hvattum, Chief of Strategy, Ruter As, Oslo</i>
16:00 – 17:00	Executive roundtable: How will our PTAs meet the Smart Mobility revolution? <i>Meet the PTA CEOs from Stockholm, Reykjavik, Oslo, Copenhagen and Helsinki</i> <i>Caroline Ottosson, SLL Trafikförvaltningen</i> <i>Jóhannes Rúnarsson, Straeto</i> <i>Bernt Reitan Jenssen, Ruter As</i> <i>Dorthe Nøhr Pedersen, Movia</i> <i>Suvi Rihetniemi, HSL/HRT</i> <i>Moderator Frode Hvattum, Ruter As</i>
17:00 – 21:00	MINGLE

End of day 1

Utveckling av nya mobilitetsformer - hur gör vi det bäst?

Innovating mobility – how can it best be done?

Moderator: Jens Plambeck, Chef Strategisk utveckling, SLL Trafikförvaltningen, Stockholm

09:00 – 09:15	Mobilitet som tjänst – utmaningar för att komma dit – och möjligheter! <i>Stefan Thulin, SLL Trafikförvaltningen, Stockholm</i>
09:15 – 09:30	MaaS ecosystem development from PTA's point of view – Case: HSL <i>Jemina Uusitalo, Project Manager, HSL/HRT, Helsinki</i>
09:30 – 09:45	Mobilitet för framtiden – så påverkar den tekniska utvecklingen framtidens transportpolitiska beslut <i>Anette Enemark, Mobilitetschef, Movia, Copenhagen</i>
09:45 – 10:00	Developing Smart Transport Solutions in Bergen by establishing a Mobility Lab <i>Hanne Alver Krum, Head of Sales and Marketing, Skyss, Bergen</i>
10:00 – 10:15	Mobilitet i praktiken – Så går Stavanger före <i>Espen Strand Henriksen – Mobilitetsutvecklare, Kolumbus, Stavanger</i>
10:15 – 10:30	Ask the speakers – Q&A: Utvecklingen av nye mobilitetsformer - hur gör vi det bäst? <i>Stefan Thulin, Jemina Uusitalo, Anette Enemark, Hanne Alver Krum, Espen Strand Henriksen</i>
10:30 – 11:00	COFFEE BREAK

Open data - Big Data - Open Source; How clever are we?

Moderator: Kerkko Vanhanen, Traficon, Helsinki, and Secretary of InformNorden

11:00 – 11:15	Open Data create possibilities for big and small players in the Swedish transport service industry <i>Carina Trofast, Head of Passenger Services SLL Trafikförvaltningen, Stockholm and Carin Carelind, Head of IT, Östgötatrafiken, Linköping</i>
11:15 – 11:30	Collection and sharing of data <i>Gisle Pedersen, Head of digital product development, Entur AS, Oslo</i>
11:30 – 11:45	Big data - Travel card data – How to get more value out of data we already have? <i>Carsten Jensen, Project manager, Movia, Copenhagen</i>
11:45 – 12:00	How new technology provides support for different traveller needs <i>Mårten Rignell, Head of sales development, Skånetrafiken, Scania</i>
12:00 – 12:15	Individual info posters at bus stops – automated production based on clever logic, digital timetable and route data + open source code <i>Milla Laita, project manager, HSL/HRT, Helsinki</i>
12:15 – 12:30	Ask the speakers – Q&A: How clever are we in sharing data and does it pay-off? <i>Carina Trofast, Carin Carelind, Gisle Pedersen, Carsten Jensen, and Mårten Rignell</i>
12:30 – 13:30	LUNCH

Tuesday 23 Oct 13:30 – 17:00

Järnvägsreform och mobilitetsplaner – hur bör vi organisera oss?

Railway reforms and mobility plans – how should we organise ourselves?

Moderator: Per Gellert, planeringsdirektör, Movia, Köpenhamn

13:30 – 13:45	Railway reform in Norwegian – now we're up and running! The Norwegian railway reform opens up for competition on the complete Norwegian passenger rail network <i>Kirsti L. Slotsvik, Director General, Norwegian Railway Directorate, Oslo</i>
13:45 – 14:00	From Public Transport planning to Mobility planning How NT turned their classic Public Transport plan into a Mobility plan <i>Signe Klintgaard Korac, Traffic & Consulting Executive, NT, Aalborg</i>
14:00 – 14:15	Space - Shared Personalised Autonomous Connected vEhicles The SPACE project counts on 45 UITP participants from 18 countries aiming at placing public transport at the centre of the autonomous vehicles <i>Endre Angelvik, Vice President Mobility Services, Ruter As, Oslo</i>
14:15 – 14:30	Anthropological insights into why people choose public transport – and why they don't? <i>Camilla Struckmann, Kommunikationsdirektör, Movia, Copenhagen</i>
14:30 – 15:00	Ask the speakers – Q&A: Hur är bästa sättet att organisera kollektivtrafiken? <i>Kirsti Slotsvik, Signe Klintgaard Kovac, Endre Angelvik, Camilla Struckmann</i>
15:00 – 15:30	COFFEE BREAK

Everything can be digitized; everything can go mobile!

Moderator: Kerkko Vanhanen, Traficon, Helsinki, and Secretary of InformNorden

15:30 – 15:45	Digitalizing passenger surveys – utilizing HSL's mobile app and beacons <i>Antti Vuorela, Special Researcher, HSL/HRT, Helsinki</i>
15:45 – 16:00	Movia's Beacon-project – what is in the technology for us? <i>Anders Borring-Møller, Project Manager, Movia, Copenhagen</i>
16:00 – 16:15	Ticketing as a Service in Switzerland: Offering a new level of convenience for Public Transport users <i>Helmut Eichhorn, Head of Sales & Marketing, Transport Publics Fribourgeois, Switzerland</i>
16:15 – 16:30	Technology doesn't feel, but our customers do – Why we stopped talking about digitalization and started talking about feelings <i>Eivind Skogen, Senior digital advisor, Ruter As, Oslo</i>
16:30 – 16:45	An approach to data driven maintenance through real time data streams and machine learning <i>Ruoyin Lai, Project Manager, SLL Trafikförvaltningen, Stockholm</i>
16:45 – 17:00	Ask the speakers – Q&A: Services for mobile customers in a digitized world <i>Antti Vuorela, Anders Borring-Møller, Helmut Eichhorn, Ruoyin Lai, Eivind Skogen</i>
18:30 – 01:00	CONFERENCE DINNER

End of day 2

Wednesday 24 Oct 09:00 – 13:30

Noll-utsläppsbussar, BRT och ny spårväg - Vad krävs?

Zero emission buses, BRT and new tramways – what does it take?

Moderator: Ola Skar, Fagsjef areal og transport, Ruter As

09:00 – 09:15	Strategies for fossil-free public transport – Movia's strategy for fossil-free public transport without increasing ticket prices <i>Per Gellert, Planning Director Movia, Copenhagen</i>
09:15 – 09:30	Electric buses in Oslo – Ruters transition to zero-emission Growing ambitions: from fossil free to emission free <i>Snorre Lægran, Plandirektør / Planning Director, Ruter As, Oslo</i>
09:30 – 09:45	Vad krävs för att göra Stockholms system med bussar elektriskt och vad får det för effekter på energieffektivisering och miljö? <i>Anna Forsmark, Projektledare el-bussar, SLL Trafikförvaltningen, Stockholm</i>
09:45 – 10:00	BRT is coming to Rogaland! What is required for the «Bussveien» BRT system to deliver the same quality as the metro? <i>Geir Hagen, Project Manager Bussveien BRT project, Kolumbus, Stavanger</i>
10:00 – 10:15	Tampere is building their first tramway ever <i>Pekka Sirviö, VD för Tampere Tram Company, Tampere</i>
10:15 – 10:30	Ask the speakers – Q&A: Noll-utsläppsbussar, BRT och ny spårväg - Vad krävs? <i>Per Gellert, Snorre Lægran, Anna Forsmark, Geir Hagen, Pekka Sirviö</i>
10:30 – 11:00	COFFEE BREAK

Embracing new technology in PT

Moderator: Kerkko Vanhanen, Traficon, Helsinki, and Secretary of InformNorden

11:00 – 11:15	The new information systems – utilizing open source, micro services and streaming technologies for realtime connectivity <i>Torbjørn Barslett, Team Manager, Ruter As, Oslo</i>
11:15 – 11:30	The Neural Neighborhood – How cities resemble Neural Networks with the help of AI <i>Daði Áslaugarson, IT advisor, Straeto, Reykjavik</i>
11:30 – 11:45	Chat robots in customer service channels – Case: Travel Guarantee <i>Linda Bennet Jansson, Business Manager Customer Service, SLL Trafikförvaltningen, Stockholm</i>
11:45 – 12:00	ITxPT – the new standard for innovation and interoperability <i>Sandra Schweizer, Concept Developer, AtB, Trondheim</i>
12:00 – 12:15	Ride with the time machine for a better trip <i>Audun M. Solheim, Head of Strategy and Development, Kolumbus AS, Stavanger</i>
12:15 – 12:30	Ask the speakers – Q&A: Embracing new technology in PT <i>Torbjørn Barslett, Daði Áslaugarson, Linda Bennet Janson, Sandra Schweizer, Audun M. Solheim</i>
12:30 – 13:30	LUNCH

Wednesday 24 Oct 13:30 – 15:00

Kundnöjdhet - hur står det till och vad gör vi?

Customer satisfaction – what do we do and how are we doing?

Moderator: Daði Áslaugarson, IT advisor, Straeto

13:30 – 13:45	BEST - Benchmarking the Nordic capitals The public transport authorities in the Nordic countries cooperate in benchmarking their services <i>Gabriella Nilsson, Head of Analysis, Stockholm County Council Transport Administration, SLL Trafikförvaltningen, Stockholm</i>
13:45 – 14:00	How can we improve the customer experience of transfers in PT? <i>Tero Anttila, Director of PT Planning Dept, HSL/HRT, Helsinki</i>
14:00 – 14:15	Putting customers first – easier said than done? <i>Markus Nyberg, Innovation Coach and Maria Novotny, Customer Experience Manager, Västtrafik AB, Göteborg</i>
14:15 – 14:30	How fine tech development and focus on user experience have made public transport faster and easier to use Ruter shares the secrets of redesign in their mobile ticketing app <i>Christian Fjær, Manager new sales channels and payment systems, Ruter As, Oslo</i>
14:30 – 14:45	Ask the speakers – Q&A: Kundnöjdhet – hur står det till och vad gör vi? <i>Gabriella Nilsson, Tero Anttila, Markus Nyberg, Maria Novotny, Christian Fjær</i>
14:45 – 15:00	Wrap up of the InformNorden and NLTM sessions. Welcome back to Stockholm and InformNorden 2019!

End of day 3 and InformNorden - Nordisk lokaltrafik programme



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