

AUTONOMY



CHOOSE
PARIS
REGION

Paris Region, the Mobility Centre of the World.

A guide to doing business
as a mobility company in
the Paris Region.

White Paper 2021



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Foreword

In 2015, I set out to build the world's first mobility trade show, as an alternative to car shows. I was motivated by the desire to radically reduce single car ownership and the carbon emissions they cause. This was around the time of COP21, held in Paris; the city was well-positioned to pioneer the post-car metropolis.

In 2015 I had a hunch that Paris would become the mobility capital of the world. Six years later, it is clear that I made the right choice. France has proven to be a world leader in ecomobility innovation and infrastructure, having shown the political will to reduce car ownership and switch to low-carbon travel. (For instance, taking an SNCF high speed train powered by EDF's nuclear power produces the least carbon emissions per kilometer travelled in the world).

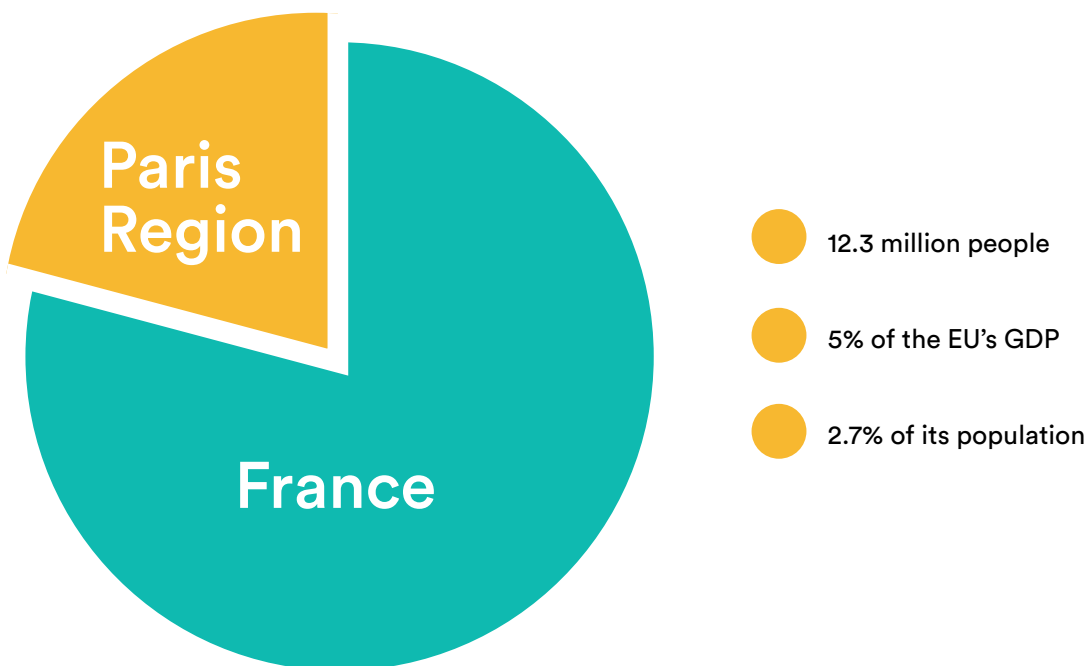
City authorities from across the world look to Paris for inspiration on how to get their cities moving. Mobility operators all want to be in Paris. The incentives that are reducing car ownership have meant more investment and incentive for other forms of mobility. Our annual event, Autonomy Paris now hosts over 250 sustainable mobility companies and around 100 cities. They share a common vision: An alternative mobility network that reduces carbon to zero; and improves safety, health and inclusion. We look forward to hosting our next Autonomy Paris, at Porte de Versailles, March 16-17, 2022.

This guide is about what makes the Paris Region special in terms of opportunities for mobility businesses; and it offers some suggestions for how to convert those opportunities into a successful business.

- Ross Douglas

I. Introduction

The Paris Region is home to 12.3 million people - a fifth of the French total - and accounts for a third of its GDP. It has France's highest per capita GDP and the third highest (for a region) in the EU. The Paris Region (as Île-de-France is colloquially referred to) contributes 5% of the EU's GDP; and 2.7% of its population. In fact, most of the 28 French companies who belong to the Fortune Global 500 are based in the Paris Region.

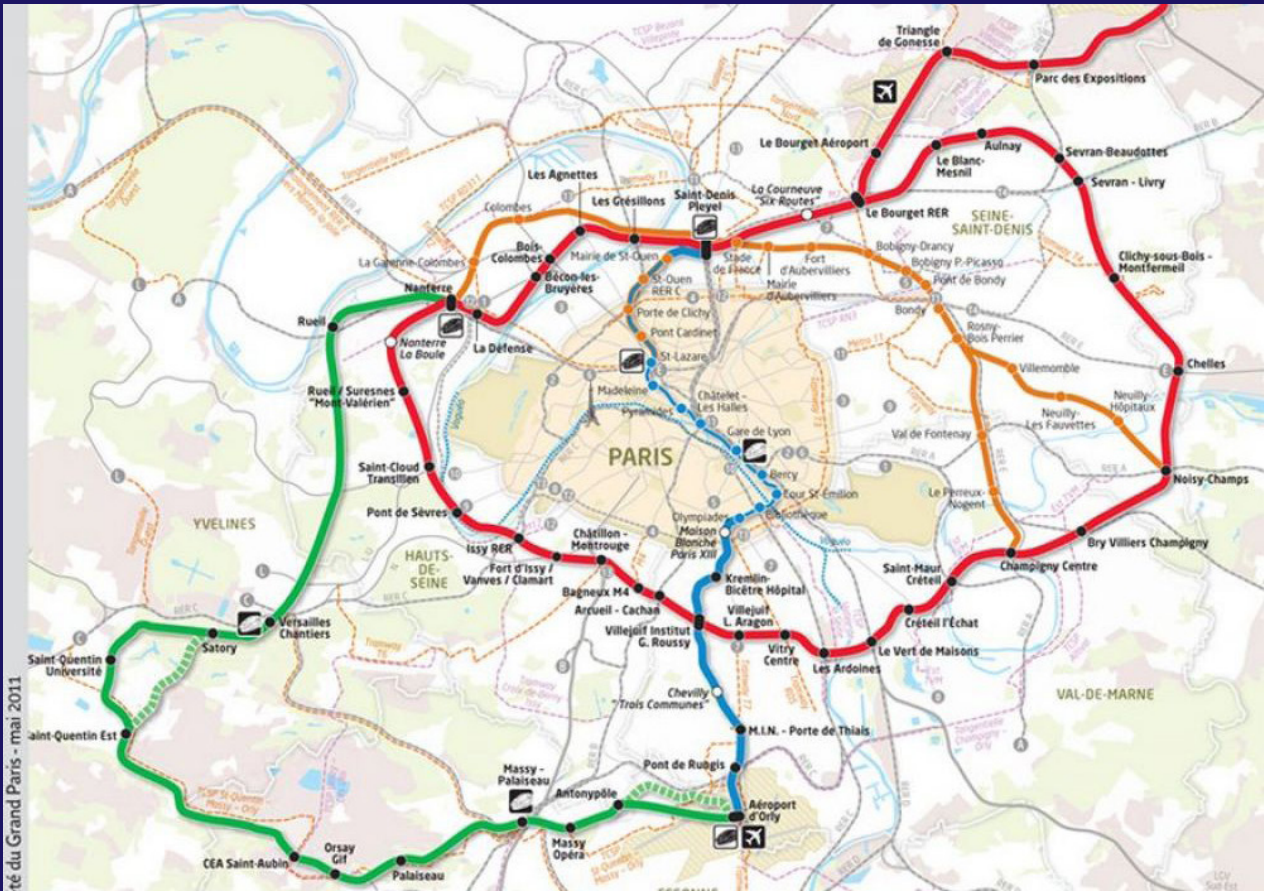


Clearly, the region is an important economic hub for France and for Europe. And its role in decarbonising the global economy is especially important. Various factors are playing into the emergence of the Paris Region as a key entity in how cities can end autosoloism and create greener, more inclusive modes of mobility.

¹(European Commission)

²(Fortune 500)

The French government is spending over 40 billion Euro on its ambitious Grand Paris Express project, one of the world's biggest metro expansion plans. The project will double the size of the metro, adding 200 kilometres of train tracks and more than 70 stations, stitching together isolated suburbs, reducing traffic jams and linking business districts, airports and universities. Trams are being restored to former glory, with the current 104 kms being extended by another 50 kms.



Île-de-France Mobilités (IDFM) will play a key role in mobility investment. From 2016 through to 2025, IDFM will spend 21.5 billion Euro on mobility; including 12.5 billion to renew regional trains and transition to clean buses; and 1.9 billion to improve station accessibility and the passenger experience. The cycle path network is also set to expand, with politicians having committed 300 million Euro to building temporary (in response to Covid) and permanent cycling infrastructure in the Paris Region.

There is also political impetus to end vehicle pollution in the region. Paris is incrementally moving against combustion cars, having already banned older diesel vehicles. All diesel vehicles will be banned in time for the Paris Olympics in 2024, after which there are plans for all combustion cars to be banned by 2030. This is 10 years ahead of the countrywide ban on combustion vehicles. All buses will be emissions-free by 2025; and train stations will have safe parking and storage for micro mobility, as the city gears up for a multimodal, zero carbon future. In terms of shared mobility, thanks to the city's shared cycle service Vélib, Paris has more shared bikes than any other European city.

So could the Paris Region actually become the world's first large metropolis to decarbonise its mobility system? This goal is in sight. By 2030 the transport fleet will be entirely electrified. France draws the bulk of its power from nuclear energy (with fossil fuel, making up only 7% of the mix), therefore the region has every chance of reducing direct and indirect mobility emissions to zero.

The Paris Region has some major advantages in the race to claim the title 'World Mobility Capital'. The region is relatively flat and lends itself to low-emission modes of travel. Paris is also in the heart of Europe, easily accessed by 500 million Europeans. One such reason that makes it easily accessible could be attributed towards France's high speed rail system (operated by TGV) which is the standard for speed voltage and signaling across most of Europe. Its rail totals 2 800 kms, with its trains travelling at speeds of between 200 and 320 km/h.

While the Paris Region has much to do to meet its goal of carbon-neutrality by 2050, businesses that share the vision of sustainable mobility have willing partners to collaborate with and enter the Region. This guide will give you insight on Paris's mobility assets, the policy levers driving change that help to create business opportunities, interviews with three players in the Parisian mobility ecosystem and steps to start up your business.

¹(Barbot)

²(Société du Grand Paris)

³("Paris (AFP)")

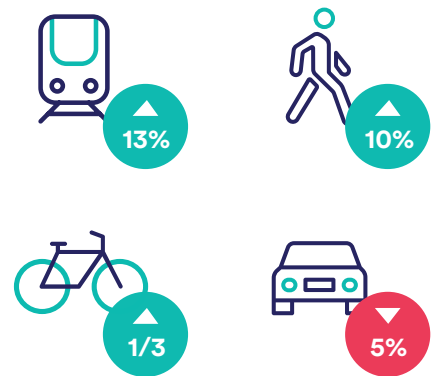
⁴(DUNDAS)

II. Paris Mobility Assets

The region varies in its population density: around 20,000 per square kilometer in Paris, 7,000 in Seine-Saint-Denis and only 1,000 within Val d’Oise. Clearly, mobility operators need to consider this varying density in their business plans.

Since 2010, there has been an increase in multimodality.

Public transport use is up 13%, walking is up 10%, bike-use is up by almost a third, while car-use has declined by 5%. And if we wind the clock back to 1990, we see that within the city limits of Paris, car use has dropped by 45%, cycling has increased ten times and share of public transport use is up 30%.



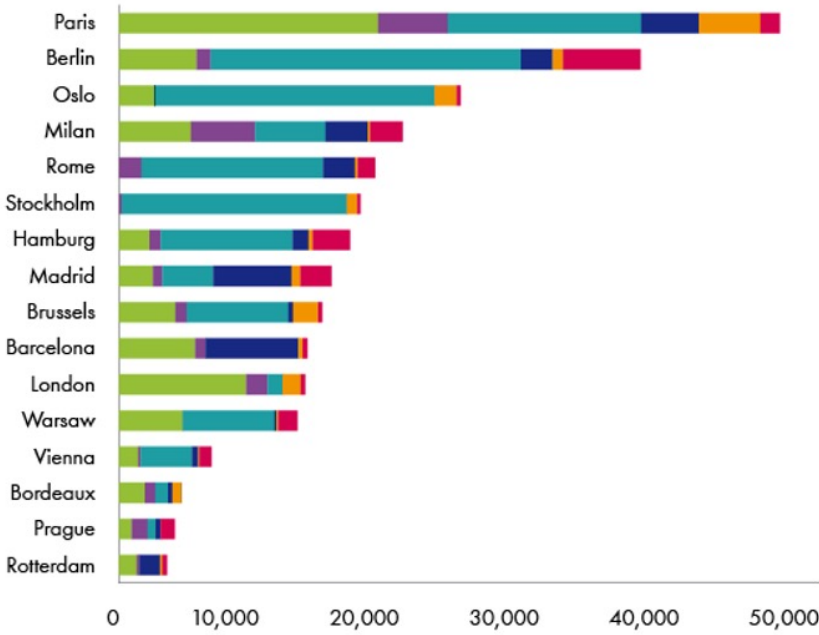
The average commute for the region is 50 minutes and 10 kms.

The pandemic reduced overall commuting from 43 million daily trips to 34 million, with 22% of people working from home. However, shared self-service and free-floating mobility are still on the rise throughout Paris. As of June 2021, Paris has the largest fleet of shared vehicles out of any European city and the most shared vehicles per 10,000 inhabitants of any city with more than 1 million people. Today, Paris has over 14,000 shared scooters, 21,900 shared bikes, 3,100 shared mopeds and 6,100 shared cars.



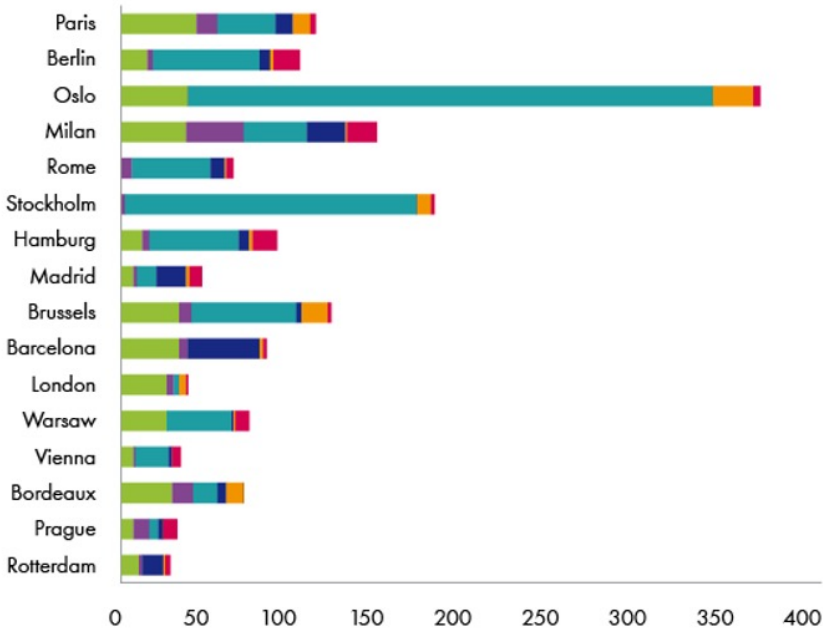
TOTAL SHARED VEHICLES

As at June 2021



SHARED VEHICLES PER 10,000 INH.

As at June 2021



⁷ (Statista)

⁸ (Bliss)

⁹ (Moovit)

¹⁰ (Choose Paris Region et al. #)

¹¹ (Fluctuo)

Île-de-France Mobilités (IDFM) is the authority for organizing mobility (AOM) in the Paris region. It is responsible for public transport and for coordinating all mobility-related policies for the Île-de-France region. It oversees one of the world's largest public transport networks, catering for around 9.4 million daily trips.

IDFM meets four specific sustainable objectives:



Fighting climate change by developing the supply and quality of public transport, for example through the renewal of trains. A master plan for stock renewal covers train, metro, bus and tramway. For trains, this program has been estimated at €10 billion for 1,100 new or renovated trains, with an initial target of about 700 new or renovated trains by the end of 2021. There are also plans for the renewal of the Île-de-France bus and coach fleet in developing a clean bus network; the objective is to convert 10,000 buses and coaches by 2030.



Encourage cycling, carpooling and car sharing.



Preserve biodiversity, environment and resources. IDFM has implemented an energy transition strategy (including an environmental quality standard) for its Bus Operation Centers



Ensuring social cohesion and solidarity between regions by developing new services to open up regions.

Paris Region's mass transit network is recognised as one of the world's best, surpassing cities like Shanghai, London and New York.

Metro

The Metro is operated by RATP, with a total of 225 km of metro rail and 304 stations throughout Paris, serving up to 6.5 million people daily. The RATP bus network operates a total of 300 lines and in recent years competition has been introduced to the public service with 80 private bus operators (part of the OPTILE association) competing with RATP.

RER

Together RATP and SNCF operate the regional train service called RER, which connects the metro with the national train service. The RER has a railway extent of 587 km and a total of 257 stations throughout the metropolitan area of Paris and Île-de-France. A total of 492.5 million journeys was taken along these lines in 2017. More importantly, the partnership between RATP and SNCF shows how the Paris Region's harmonised rail could form the foundation of the world's leading multimodal network.



¹² (RATP)

¹³ (Choose Paris Region et al. #)

III. Policy Levers Driving Change

Introduction

France has recently undergone a mobility regulatory overhaul, with the Law on the Orientation of Internal Transport (LOTI, 1982) being updated by LOM (Law on Orientation of Mobility), passed in December 2019. With LOM, France became the first European country to legally commit itself to a date on the phasing out of combustion vehicles. By 2040, the sale of combustion cars (LCVs and passenger vehicles) will be banned.

LOM seeks to tackle four major challenges related to mobility:

- 1 Provide sufficient mobility in all territories and combat isolationism**
- 2 Provide solutions to the climate emergency**
- 3 Infrastructure rejuvenation**
- 4 Funding towards practical innovations**

LOM is not merely technocratic tinkering, it's an ambitious attempt to end car addiction, autosolism or driving alone, and align transport modes to a different set of social and environmental values. These new values prioritise clean air, healthy activity, inclusion, and social solidarity.

LOM puts France on track to achieve carbon neutrality in mobility by 2050. And it seeks to do so not by imposing from the centre, but by encouraging local communities to coordinate change toward multimodality and low-carbon mobility. The right to breathe clean air supersedes the right to use a polluting vehicle.

1

Administration and the Role of Business

One of the key challenges LOM seeks to overcome is that in France 80% of the territory is not under the jurisdiction of a local authority responsible for mobility. And it's in these parts of the country that the car predominates as the only way of getting around.

The law introduces Mobility Organising Authorities (AOMs), 'intermunicipal' bodies responsible for local decision-making around a range of mobility issues, including e-charging infrastructure, zoning and data.

As mentioned, France has a history of semi-privatised municipal services, like water and sanitation. There is ample opportunity for private mobility players to reach out to AOMs and offer to take responsibility for a package of mobility services. Further, certain regions will see their mobility responsibilities broaden, given that some AOMs will defer control to them. And here too there will be opportunities for private players to solve complex mobility challenges for regions. While there are concerns that the AOMs introduce a new layer of governance, with the added complications thereof, the Paris Region does not have this problem. Île-de-France Mobilités (IDFM) is the AOM for the Paris Region, coordinating mobility at the regional level. In some respects IDFM is a pioneer for the AOM concept: a regional mobility authority in charge of public transport, which then forms the basis of a multimodal mobility offering.

There is a growing opportunity for private rail operators in France, which is liberalising its passenger rail market. By 2023, the state will have the power to award contracts for Intercités (national) passenger rail; likewise the regions will be able to award contracts for regional passenger rail; and both state and regions will have a tendering procedure in place to attract private business. Given the vast investment being poured into rail, it is likely that the Paris Region will be on the leading edge of change toward liberalization.

The essence of public-private-partnership in France is well-established in law and precedent and well understood by participating partners. It is premised on the understanding that the private player is entrusted by a public authority to manage a service. Although operating risk is transferred to the concessionaire, it can still benefit from subsidies and grants as part of the contract.

¹⁴ (Autonomy, 20xx)

¹⁵ (Cerema)

2

Green, Active Mobility

LOM expands on the Zone à Faibles Émissions (Low Emission Zones). This regulation gives authorities the power to ban or limit more polluting vehicles in certain areas. There are currently only four cities with ZFEs. As per the law, within a year or two all cities of over 150 000 must declare ZFEs and manage air quality by limiting high-emission traffic.

The Greater Paris Metropolis (Métropole du Grand Paris) was one of the country's first ZFEs. (Their website provides ample information and support for the system). The Crit'Air certificates (stickers on the vehicles) will continue to be an important tool for enforcing ZFEs. And temporary zones are also covered in the law, empowering authorities to regulate traffic as and when air quality reaches critical levels.



Communities (through their AOM) can encourage car sharing by reserving busy lanes for shared vehicles and/or low emission vehicles. Further, the Sustainable Mobility Reimbursement Package incentivises companies to compensate employees up to 400 Euro per year for carpooling. The subsidy also applies for cycling and e-scooters. (The full list of subsidised modes of travel will be defined in due course by the Government).

By 2040, France aims to triple bike-use since fossil-fuel cars will be banned. The Cycling and Active Mobility Plan (September 2018) aligns incentives to promote a culture of cycling, including better road safety for cyclists. As per the plan, the Government has set up a National Active Mobility Fund to build cycle lanes, support local territories in promoting cycling and reduce bike theft.

France's Multiannual Energy Programme aims to grow the e-mobility market twelve-fold and have 5.3 million EVs (including plug-in hybrids) on the road by 2028. Charging infrastructure is a key challenge to this ambition, given that some French department's average only one charge point per twenty-five EVs.

The Energy Transition for Green Growth Act has a target of 7 million private and public charge points by 2030. Enedis, France's electricity distribution system operator, is working with AOMs to develop e-charging infrastructure. LOM makes it the duty of AOMs and electricity distributors (AODEs) to come up with 'master plans' to build more charge stations.



Enedis is France's main AODE, covering 90% of the country's distribution, and therefore they are key players in helping AOMs roll out new charging infrastructure.

LOM stipulates that charge points must be installed in new or renovated residential developments with ten or more parking spaces. Likewise, by 2025 non-residential buildings that have 20 or more parking spaces must also install charge points.

The growth of EVs is particularly exciting for France, given that only around 7% of its electricity is fossil-powered. France's large nuclear fleet produces around 70% of its electricity, the highest proportion of nuclear power in the world. Therefore, electrifying mobility in France is mostly a carbon-free move. And of course, there is the bonus that smart charging systems (which promote charging during off-peak hours) could reduce the marginal cost of charging an EV to near zero.

¹⁶ (SNCF)

¹⁷ (Watson Farley & Williams)

¹⁸ (Metropole Du Grand Paris, 2018)

¹⁹ (Choose Paris Region et al. #)

¹¹ (Gouvernement de la République française #)

3

Multimodality & Data

In the interests of promoting multimodality and MaaS (mobility-as-a-service), LOM mandates open data and open access to ticketing systems. Mobility operators must open their data to the public. And AOMs, or a service provider acting on their behalf, must create a multimodal route calculator for their jurisdiction, showing all available mobility options.

Also, ticketing services must show all available mobility offerings of the same category (e.g. 'bus', or 'bike') in their given area. Ultimately, the AOMs are responsible for mobility information systems that lay the foundations for MaaS and encourage innovation and collaboration.

Over 2019 and 2020, RATP and Île-de-France Mobilités (in partnership with the tech consultancy group Capgemini Invent) ran a MaaS beta test, called MaaX. The application brought together ten mobility operators and 2,000 beta testers. The experiment proved there was real demand for MaaS in Paris, and it will form the foundations for a full MaaS rollout in the Paris Region.



4

Investment

One of the key aims of the policy is to galvanise investment in the cause of a greener mobility system that puts the country on the path to carbon neutrality.

The France Relaunch Plan ('France Relance', September 2020) budgets 100 billion Euro, including 40 billion from the EU, "to enable the economic, social and ecological rebuilding of the country over the period 2020-2030". Of this, 30 billion Euro is dedicated to nine aims that promote 'Ecology'. Some of these aims are directly related to mobility: "accelerating the transition to low-carbon transport and related-infrastructure", and "strengthening the uptake of green technologies including hydrogen".

The Support Plan for the Automobile Industry (May 2020) sets aside 8 billion Euro to help the industry innovate in producing "the vehicles of tomorrow", i.e. clean ones. This complements the bonus-malus vehicle tax, in place since 2007. Recent changes to bonus-malus mean that high-emitting vehicles can be penalised by up to 20 000 Euro; and you can be given as much as 6 000 Euro to buy an EV.

Road and rail spending in France for this decade (2018-2027) is up by more than a third of the previous. There is money available to get behind France's cultural shift to better ways of travelling and commuting. An investment envelope of 13.4 billion Euro for 2018-2022 is allocated to daily travel (trains, bus, cycling, etc.) And 1.2 billion Euro goes to support community action (via AOMs and local authorities) in this cultural change.

There are other important aspects of policy that address social inclusivity concerns. Mobility will be improved for those with disabilities. And there is also mobility support for job seekers, youth and seniors.

The law already (since 2020) allows for autonomous shuttles and buses. From 2022 the country will open up to private AVs.

²⁰ (Capgemini Invent & Autonomy)

²¹ (Grantham Research Institute on Climate Change and the Environment)

²² (Ministère de L'Europe et des Affaires Étrangères)

²³ (Gouvernement de la République française #)





IV. Interviews with Three Players in the Parisian Mobility Ecosystem

Interview with Tier's Sylvain Martin



Sylvain Martin is General Manager at Tier Mobility France.

Tier, a micromobility operator, has its headquarters, Berlin and is active in 145 cities across the world. In November 2020 Tier raised \$250 million from SoftBank and other investors; and received a \$1 billion evaluation. Tier has an active fleet of over 60 000 micromobility vehicles, including 5,000 e-scooters, and it employs around 1,000 people. In January 2020 Tier announced that it had become climate neutral; the first micromobility operator to do so

In 2019 Tier entered the French market, with operations in Paris, SQY, Lyon, Bordeaux and Grenoble.

Here Sylvain Martin shares his experience of doing business in Paris.

Paris is our French headquarters and the central hub for our operations in western and southern Europe.

It is interesting to compare France and Germany in terms of new mobility. Europe's two economic powerhouses have made impressive commitments to sustainable mobility. LOM has made a difference in France, allowing for permits and operating licenses that give business clarity and comfort over the long term.

Paris (as well as other French cities) made a good call in limiting its e-scooter operators to only three. In Germany some cities have as many as ten operators and this can make things complicated, both for the city and the businesses themselves.



B2C

We are primarily a B2C business, but there is a strong B2G component to what we do. Our license to operate comes from government and city officials. We are using public space and state facilities (e.g. roads) and although we are a private company we are ultimately rendered as a public service. It's crucial we have a good relationship with the authorities in charge of mobility.



In many ways Paris is the ideal operating environment for our service. It's a dense city with excellent infrastructure and a supportive regulatory environment. The city has proven itself as a pioneer in new mobility and remains at the forefront of innovation. The concept of the 15-minute-city is very much on the agenda of Parisian policymakers as they look to reorganize the city to reduce the need for car ownership. To add to this, we have observed other city officials from other countries learning from Paris in terms of the best practice to replicate. However, besides the honour of being bestowed with this business opportunity, we care deeply about the protection of public spaces and we take great responsibility with regard to parking management. Thus, In our operations & daily city management, we focus on all Parisians especially in combating myths and misconceptions surrounding e-scooters. And for this reason, as well as many others, we were delighted to win one of the three permits to operate e-scooters in Paris. Now, we consider ourselves partners to the Paris Region in making their centres more liveable and sustainable. We employ around 60 people for our activities in the Paris Region and we're adding a dozen new people each month. So, it's a significant part of our operations. We have 5 000 vehicles in Paris and it's our leading French operation.

There is also an opportunity to expand our offering and develop shared logistics solutions. However, the key here is the trust we have with the city. They care about us building a sustainable business and we care about creating a more liveable, sustainable city. As a result, TIER has recently undertaken an LCA (life cycle assessment) with the Bochum Hochschule. We gathered major findings for the industry as a whole and for cities, such as Paris. In particular, we confirmed that our riders contributed to over 60% reduction in emissions over 3 years and that our latest generation of e-scooters only emit 42,8 g CO₂/pkm. In other words, an 80% decrease in emissions per kilometer compared to the average of cars.

One of France's major advantages is in their public transport system. Tier is dedicated to integrating its offering with public transport. And here too LOM lays the foundations for MaaS and for multimodality; and also the insistence on open data. The system is designed to improve mobility for citizens and for the environment.

Advice for doing business in Paris Region

Private players should not try to game the system for profit. This will backfire. Do not be greedy; if you believe in sustainable mobility (as exemplified in the LOM), then stick to those values and do what it takes to make them real. Get involved with stakeholders, charities, policymakers, industry partners, and embody the values that your industry stands for.

Think hyper-local. Parisians are proud of their beautiful city...the spirit is strong! We do not see it as our right to do business here; it is our honour and our privilege to move people around historic public spaces that attract tens of millions of tourists each year.

Be collaborative and consensus-seeking; even with competitors. We engage with our users, but we also engage with the City Hall, and other public institutions, PTOs (RATP, Transdev, etc), academic institutions and local charities. We're also a member of FPMM, France's professional federation of micromobility companies.

Interview with Carla Detrieux of Volta Trucks



Carla Detrieux is the Director Of Business Development at Volta Trucks

Volta Trucks was founded by Swedish entrepreneur Carl-Magnus Norden in 2017 after being inspired by Tesla's Model 3 launch at the 2015 Geneva Motor Show. The Anglo-Swedish company builds electric trucks for last and middle mile distribution. According to the founder "The mission of Volta Trucks is to become the most sustainable truck company in the world, lowering emissions in the cities, reducing accidents with pedestrians and cyclists and also being the safest and best workplace for drivers."

Here Carla Detrieux shares her insights about doing business in Paris.

Volta Trucks is implementing a city-by-city Europe-first market strategy, followed by an entry to the US and Asian cities. The Volta Zero, the world's first purpose-built full-electric 16 tonne truck was initially launched in the UK and France. It has since made appearances in Spanish, Italian and German roadshows.

Our headquarters is in Stockholm, but most of our business operations are in Reading, UK; and we also have offices in Paris as we seek to leverage France's impressive pivot towards sustainable mobility.

London and Paris will see the first Volta Zeros in operation, with on-road trials commencing in mid-2022. Beta testing will commence in Paris by mid-2022, followed by pilot testing in the second half of the year. By the end of 2022, the first production of 16-tonne Volta Zeros will be destined to start operating with Parisian customers, followed by the 19-tonne deployment in 2023. In 2024, both the 7.5-tonne and 12-tonne Volta Zeros will become available, paving the way for Volta Trucks to become the only electric truck manufacturer to specialise in the class 5 to class 8 segments, with the target of 27,000 sales per year by 2025.

The Volta Zero range is being expanded to three more weight variants (7.5, 12 and 19-tonne).



By 2024, Internal Combustion Engines (ICE) in commercial vehicles will be banned from Paris as part of the new rules about Low Emissions Zones in areas of over 150 000. The French government offers incentives of up to €50 000 to transition to zero-emission commercial vehicles; and this too is important in our business case. As is the fact that our driver-friendly vehicles address the current driver shortage crisis in Europe; a crisis which our designers foresaw.

The Volta Zero's driver-centric approach to design means better ergonomics and visibility for the driver which will encourage the recruitment and retention for fleet operators.

ICE commercial vehicles will be banned from 2024 and in that same year, the Paris Olympics will be held hence we are of the mindset that this is a very good time for us to be in the Paris Region. We also believe that France is an ideal place for our 'Truck as a Service' proposition. It offers our Parisian clients a frictionless and hassle-free way to transform fleets of all sizes to electric power through a revolutionised ownership, financing, and servicing solution. For a single monthly fee, customers will have access to the vehicle, charging infrastructure, and all its servicing, maintenance, insurance, and training requirements. We believe that the French Mobility Orientation Law (LOM) positions France as the perfect place for mobility companies to put innovations like this to the test. Our trucks are emissions free and safer than the current standard. However, we are going further than that; we are committed to our circular economy principles and we will produce vehicle components at near carbon neutral rates. Our ambition is to reduce the environmental impact across our supply chain and manufacturing footprint.

Understanding the Paris Mobility Ecosystem

Stay as local as possible. Get to know government bodies (e.g. agencies like Choose Paris Region), logistics operators, real estate promoters, cargo owners, chargers, etc. Engage with all stakeholders and ask for their advice and buy-in.

There is always going to be something of a disconnect between the officials who set regulations and the operators who must enact them. In our business of logistics, it's important for OEMs, providers and cities to discuss challenges and solutions. Regulations can interfere with commercial viability; flexibility is called for from all parties, in the interests of greener mobility and sustainable business.

Interview with David Lainé



David Lainé is the Commercial Development Director at Trafi.

Trafi aspires to be for MaaS what Hoover was for vacuum cleaners. “We want Trafi to become the default word when you think about Mobility-as-a-Service”, says co-founder Martynas Gudonavičius.

Here David Lainé explains the importance of the Paris Region in building the Trafi brand.

As one of the world's leading MaaS companies, Trafi sees Paris as a highly strategic location for business in Europe. It has some key advantages due to its centralized location, accessibility to other regions in France and the EU, and its optimal policy landscape thanks to the adoption of the French Mobility Orientation Law (LOM) in 2019. With LOM and its specific goals to facilitate and accelerate the deployment of MaaS solutions across France, we have seen a huge increase in opportunities relevant for Trafi, whether they be tenders, RFPs, or other pilot programs.

Due to these prospects, we have identified two axes of development in the Paris Region: one being to provide most of our digital tools. For example, our user interface or integration platform, to the public transport authority in Île-de-France; the second is to accelerate MaaS in companies through our dedicated mobility budget. For these reasons, we had zero hesitation entering the Parisian market, as it is an essential city for us to be operating in and is a gateway to the rest of France.

Entering the Parisian market requires that companies address both the concrete and less-defined aspects of operating in this particular city. By concrete, I mean all the essentials for getting business going – finding the correct office space, tackling all the administrative and legal necessities, and recruiting the right talent. By less-defined, I mean the more 'insider' tasks like getting to meet the right people, fostering relationships, and obtaining a clearer idea of the mobility landscape within the region. Most important of all, I would not try to do it alone. The Parisian mobility system is huge and notoriously complicated, and one may waste one or two years just trying to understand how exactly everything works. It is key to kick things off and accelerate relationships through strategic partnerships; for this, Choose Paris Region was essential in helping Trafi get started in Paris.

We opened our office in Paris (May 2020) at a difficult time, but since then our Parisian office has become the head office for Trafi's business development activities for city and government entities. As a provider of digital MaaS services, our work is all about closely collaborating with the government and the city officials to deliver MaaS solutions. Therefore, getting to know the ecosystem of Paris, how mobility is organized from the city to the regional level, and which actors are relevant for our work, has allowed us to source and explain our solution to the right people – ultimately contributing to Trafi's growth in the capital.

V. Steps for Implementation

1

Setting up your business

It is advisable to work with professional consultants in deciding what sort of legal and financial structure best suits your needs.

Opening a French bank account

Whether you are a startup, or a company listed on the stock exchange, opening a business account requires contacting an international account manager who can analyze your project and advise you. Check if your bank has a branch in France, or contact an international bank that does.

Finding and leasing a professional office space

Paris Region's vast real estate market provides the opportunity for companies to work in a variety of desirable locations. With 54.24 million sq. m of offices, 35 major business districts and 19 million sq. m of warehouses available, you will find a range of offices available across the region.

Whether you are a solo-entrepreneur or a startup with a small team, you could decide to rent desks in a coworking space. Paris Region has a booming coworking offer on the market, offering a wide range of hybrid spaces, desks, private offices, etc. for small, medium-sized companies.

2

Recruiting your team

Many international businesses are drawn by Paris Region's fertile business ground and by its pool of young, cosmopolitan, and highly skilled people, especially in tech.

Companies have a variety of options enabling them to build their French workforce effectively. France has four different types of contracts: permanent, fixed term, part-time, apprenticeship. Internships and apprenticeships are very popular, for both students who must do a training period with their university degree and job seekers who are looking for work experience for periods ranging from six months to one year. Apprenticeships are also a good solution to finding new employees. These schemes are partially funded by the French government, making it an efficient resource to grow your talent pool.

French Labor Law has undergone far-reaching changes in recent years to modernize the French labor market. The goals of recent reforms are to better meet business' needs, as well as employees' expectations.

3

Relocating to France

You will need to complete a few steps before entering French territory. The process depends on your nationality, as well as the length of and reason for your stay. EU, EEA, and Swiss Nationals can move about freely in France without a visa or a work permit. Non-European Union Nationals intending to invest, work and stay in France for an extended period are required to possess a work permit and a valid and appropriate visa to enter French territory.

If you are a startup or entrepreneur doing business in Paris Region for the first time, you should consider the “Talent Passport” (Passeport Talent): a multi-year residence permit for foreign investors, entrepreneurs, researchers and employees. Likewise, the French Tech Visa, a simplified procedure, especially designed for Tech businesses.



How can we help?

From the incorporation of your business in France to opening a bank account, recruiting your team, finding your office space, Choose Paris Region will support your expansion plans in the Paris Region. Our services are free, confidential and customized.

VI. Conclusion



There is no other country that has gone as far as France in terms of creating a legal framework for new mobility. There will be opportunities created by LOM and by the numerous plans and strategies to incentivise low-carbon multimodal travel. And there will be opportunities to partner with government players in delivering new solutions. Indeed, the rise of new mobility in France coincides with a shift in the economic landscape as the state seeks to liberalise its economy and attract investment. The Paris Region will be the key to change in mobility, as the country's economic hub positions itself as the sustainable mobility capital of the world.

A collaboration between Autonomy and Choose Paris Region

Choose Paris Region and Autonomy have combined their expertise to write this guide on how sustainable mobility businesses can enter the Paris region. Choose Paris Region plays a crucial role in supporting mobility companies entering the Paris Region and hence provides the relevant knowledge required for a company to start up their business. Autonomy, on the other hand, thanks to its own experience of entering the Paris Region and its large network in the sustainable mobility industry, possesses the knowledge required to understand the challenges and dynamics of entering the mobility market. This guide is specially dedicated to mobility businesses interested in setting up in the Paris Region.

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Thank you!