

# Transformation of RSG to a Multi Modal Ecosystem

## Introduction

An assignment for Royal Schiphol Group, the project aimed to create a future vision that aligns all stakeholders towards a shared ambition to transform towards a multi modal hub as well as identify user needs that could facilitate new strategic initiatives for Schiphol group as a MMH.

In order to create the future vision a trend analysis and co-creation workshop was conducted that resulted in insights such as; 1) Water Natives due to increase in water levels, redefined work culture due to remote workers and 3) isolation over socialisation. Stakeholders reacted to these trends which led to insights such as; 1) People will remain resilient, 2) congestion might increase if not dealt with properly and 3) the future is experience economy.

## Future Vision

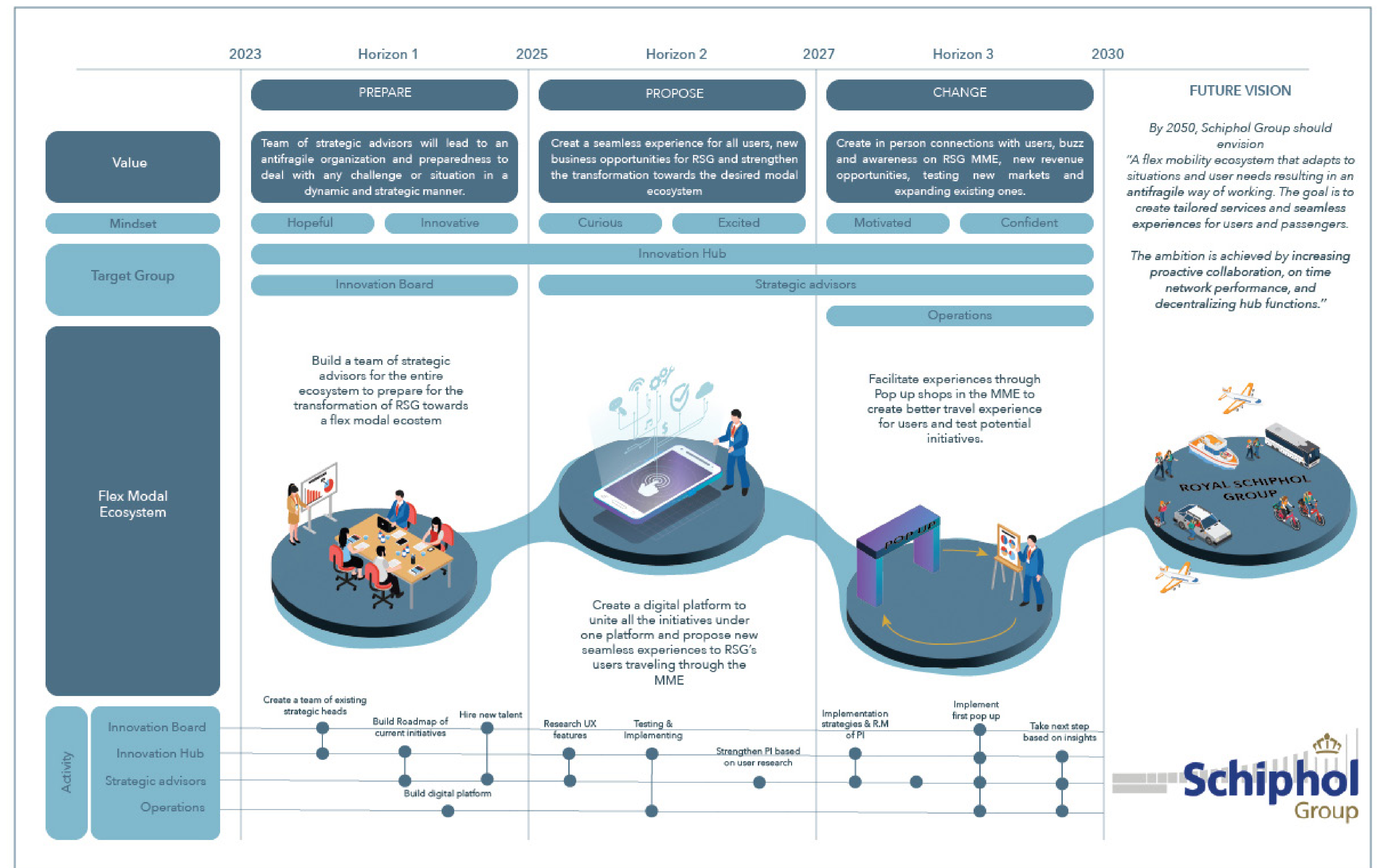
Based on the research, a future vision for RSG's MMH was created that states, "By 2050, Schiphol Group should envision, a flex mobility ecosystem that adapts to situations and user needs resulting in an antifragile way of working. The goal is to create tailored services and seamless experiences for users and passengers. The ambition is achieved by increasing proactive collaboration, on time network performance, and decentralizing hub functions."

## Strategic Solutions

The future vision can be achieved through strategic solutions such as;

- 1) Preparing change by creating a team of strategic advisors.
- 2) Proposing initiatives significant to transformation of a MME by creating a digital platform.
- 3) Facilitating change by creating a better experience for their users through pop up experiences. In the process learning and gathering new insights that could lead to expanding into new opportunity windows.

These solutions perfectly fit RSG's overall vision of having the most sustainable and high quality airports in Europe. It also allows RSG to implement multi modality correctly, anticipate the transformation of the mobility industry and design a user centred multi modal ecosystem.



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