



REMAINING CHALLENGES FOR EU-WIDE INTEGRATED TICKETING AND PAYMENT SYSTEMS

Annex III.g

Country Report - Estonia

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Country reports

ESTONIA

Legislative framework

<p>General description of legal framework:</p> <p>Legislation in place and legislative initiatives mandating access to fare data and integrated ticketing schemes / Non legislative initiatives</p>	<p>A legislative initiative aimed at regulating integrated ticketing schemes is currently in study phase in Estonia, and aims at ensuring better interoperability and enabling MaaS service providers, integration of APIs and using of ride sharing (i.e. including private ride-sharers) to better enable demand responsive transport. Detailed information are not publicly available yet.</p> <p>In February 2018, Estonia launched a project to introduce a common electronic public transport ticketing system developing interoperability between the Country and Finland. According to a document submitted by Tallinn City Government to Tallinn City Council, the City of Tallinn would assume the role of lead partner in the project that, when completed, would enable residents of each country to use the same electronic fare card to pay for rides or provide proof of the right to a free ride in Tallinn and Helsinki's public transport systems. The implementing authority would be the Transport Department of the City of Tallinn, and the director of the Transport Department would be authorized to sign the documents necessary for participation in the project.</p> <p>The explanatory remarks accompanying the bill state that Estonia and Finland are among the most interconnected European nations. Finland is the number one labour market for Estonians outside of their own country, while Estonia is one of the most popular travel destinations for Finns. The number of people and the amount of goods moving between the two countries have grown steadily in recent years as well.</p> <p>About 60 percent of travellers between Estonia and Finland use public transport when traveling both for business and for pleasure, which means that they end up having to purchase at least three different types of tickets: local public transport tickets in Helsinki, Tallinn or Tartu, plus a plane or ferry ticket. The project is to be carried out in three stages, with the conceptual business model to be developed in the first stage, software development and testing in the second stage, and testing conducted in Tallinn, Tartu and Helsinki in the third stage.</p> <p>As noted in the explanatory remarks, once agreements on pricing and the division of ticket revenue are concluded, this would be the first successful project of its kind in Europe, which could then be developed and implemented elsewhere in the world.</p> <p>In addition, integrated ticketing is mentioned in Estonian legislation within the Public Transport Act (Ühistranspordiseadus), which entered into force in 2015 and sets out the basis for the organisation of public transport in road, railway, waterway and air traffic. Those who get subsidies are required to participate in common information and integrated ticketing schemes for the supply of integrated tickets: Paragraph § 15 (3) of Chapter 2 (Planning and organisation of Public Transport) reads: "The regional public transport centre is a company</p>
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	<p>or a non-profit association founded by local authorities and the state where the state and the local authorities have a majority interest. The function of the regional public transport centre is to ensure that the residents of the territory prescribed by the founders of the centre, regardless of the administrative division of such territory, are provided with more favourable and economical public transport services which are based on an integrated route network, coordinated timetables and an integrated ticket system. The regional public transport centre cannot perform the functions of a carrier". A similar provision was already envisaged in the previous Act of 2003, Paragraph 31.</p> <p>The Consumer Protection Act mandates the trader when offering a service, to notify the consumer of the final price to be paid for the service. If the final price of the service cannot be determined beforehand, the trader shall notify the consumer of the components of the price of the service, the rates or the basis on which the price is calculated such as to enable the consumer to calculate the final price of the service with sufficient accuracy. Upon offering a service, the price list for the services offered or any other document stating the bases on which the price of the service is calculated shall be displayed to consumers visibly at the place of provision of the service or made available to consumers in another manner.</p> <p>Non legislative initiatives concerning integrated ticketing:</p> <p>In Estonia there is voluntary integrated ticketing system in the bus sector managed by the company Tpilet.</p>
Status of legislation	In progress: the governments of Estonia and Finland held a joint meeting in May 2018 during which (according to a Government Office press release) transport links between Estonia and Finland as well as digital cooperation were discussed, with a focus on the Tallinn-Helsinki tunnel and rail connection and cross-border data exchange.
Transport mode concerned by legislative/non-legislative initiatives	Public transport.
Level of integration (local or cross-border)	Cross-border Local and cross-border (Estonia – Finland).
Main challenges and barriers setting up and implementing relevant legislation (according to stakeholders interviewed)	N/A

Market situation

#	Transport Mode								
	Key fare component	Air	Bike	Bus	Car-	Metro,	Rail	Road	Taxi,

			sharing		pooling and car sharing	Tram			water taxi
1	Authorities in charge of mobility and transport at national, regional and local level. Are they active in the promotion of integrated ticketing?	National – Ministry of Transportation Railway authority – Erlon Road transport authority governing road based public transport Local transport authorities (11-12 of them) are voluntarily established and cooperate together.							
2	Specific rules on access to fare data	<p>There are in total four databases storing fare data.</p> <ol style="list-style-type: none"> 1 Local authorities and national transportation database. Each local authority stores the fare data for the regional for which they are responsible. 2 National railway provider ELRON has their own fare database which can be accessed publicly. 3 Commercial long distance transport companies have their own central database. This information is provided through API. 4 International transport – these fares can be provided by operators only. 							
3	Legal requirements about pricing information	Pricing information is accessible to anyone, it is not considered as a secret.							
4	Main difficulties in concluding agreements concerning disclosure of travel and traffic information?	<ol style="list-style-type: none"> 1 IT integration – it is costly to integrate the systems and the benefits are not worth the investment 2 There currently is no compensation for the effort to integrate the IT systems 							
5	Information shared between organisations/companies (e.g. schedules, fares, availability, real time information)	Commercial operators cooperate in combining the routes together and thus selling one ticket using two providers.							
6	How can collaboration between companies be fostered to improve access to fare data?	There is no point in fostering collaboration, neither passengers nor the government would benefit from it as the public transport in Estonia is free of charge.							
7	Are companies/organisation reluctant to share certain type of information? Why?	They are not reluctant, but as the transport is free of charge, there is no benefit.							
8	Can voluntary agreements between companies foster further collaboration?	No need for that, the transport is free of charge.							
9	Initiatives on fare data access. (Legislation, projects, etc.)	N/A							
10	What should be done at European/national/regional/local level to foster the sharing of fare data with other players?	There is no need for any interference form public institutions.							

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