

Mass public transport for free?

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"Ticketing and payment systems are key elements of a public transport system. There is much Tallinn was the first capital in Europe, what introduced free public transport service for its citizens in 2013. Estonian government followed that example and enforced the same principle in most of the public county transport in 2018, making the free public transport paradigm a nationwide phenomenon. What are the results of such actions? Has the popularity of public transport risen to a new level? Have people given up using their private cars? We'll take a closer look.

Ticketing and payment systems are key elements of a public transport system, and efficient future-proof ticketing is one of the key deliverables for smarter mobility. Ridango has been a frontrunner in account-based ticketing (ABT) already for a long time, delivering the first scalable ABT solution in Europe to the city of Tallinn already almost a decade ago. We'll also talk about initiatives and new developments to improve the customer experience in Tallinn and how does it correlate with free public transport.