MOVING TOGETHER

MaaS
ALLIANCE

MaaS Alliance Membership Benefits

MaaS initiatives are starting up and planned worldwide and MaaS Alliance members play a central role in shaping and driving the growth of this market. Mobility operators, service providers, public authorities and users cooperate to determine policy, technical and market aspects for the deployment of MaaS in Europe and beyond.

Becoming a Member

MaaS will revolutionise mobility and MaaS Alliance members are shaping and driving this change. Private companies and public entities can join the MaaS Alliance as Full Members or Associate Partners. **Full members** make Alliance strategy and work programme decisions by voting in the General Assembly and nominating candidates for the Board of Directors. **Associated Partners** participate in Working Groups and other MaaS Alliance activities. The Alliance also cooperates with experts from research institutes, universities and non-for-profit associations in its Working Groups.

Become part of the MaaS community!

info@maas-alliance.eu
+32 (0)2 400 07 00

maas-alliance.eu
@MaaS_Alliance

Paving the way forward in seamless and effortless mobility
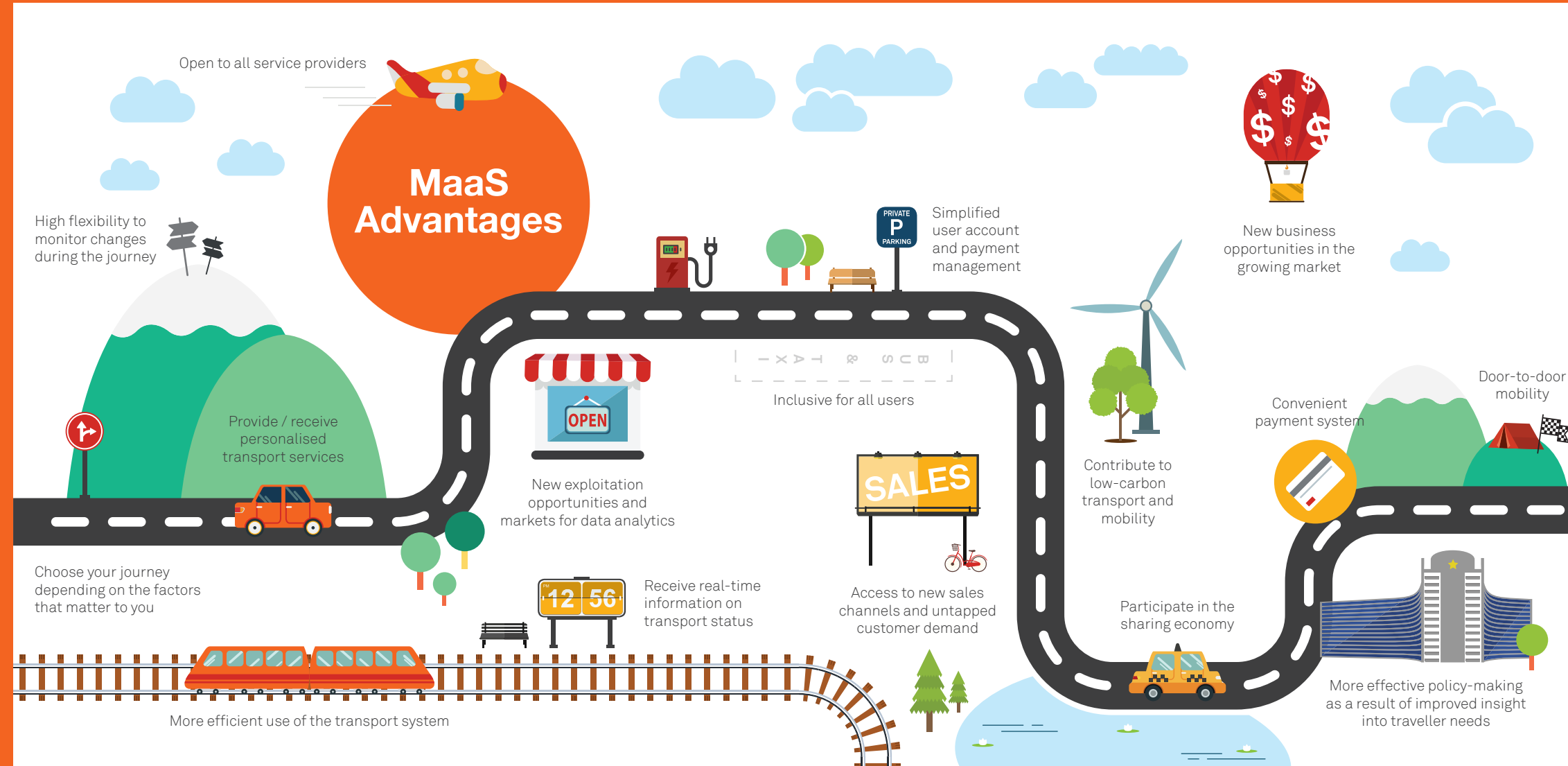
maas-alliance.eu

What is Mobility as a Service (MaaS)?

MaaS helps individuals and businesses mix and match public and private transport into an on-demand mobility package for fast and easy travel, in Europe and beyond.

About the Mobility as a Service Alliance

A public-private partnership, the MaaS Alliance collaborates to:

- Facilitate and deploy an open market in seamless, demand-based travel
- Provide advocacy for the MaaS community
- Strengthen and build partnerships for the best possible services
- Generate knowledge through the research community
- Exchange experiences and support MaaS initiatives
- Promote the value of MaaS to national, regional and local governments and businesses, as well as raise awareness about MaaS
- Inform European policymaking and develop standards

MaaS Advantages

Open to all service providers

High flexibility to monitor changes during the journey

Provide / receive personalised transport services

Choose your journey depending on the factors that matter to you

More efficient use of the transport system

Simplified user account and payment management

Inclusive for all users

New exploitation opportunities and markets for data analytics

Receive real-time information on transport status

Access to new sales channels and untapped customer demand

Contribute to low-carbon transport and mobility

Participate in the sharing economy

New business opportunities in the growing market

Convenient payment system

Door-to-door mobility

More effective policy-making as a result of improved insight into traveller needs

Key Fundamentals of the MaaS Ecosystem

To create the foundation for a thriving MaaS Ecosystem, the Alliance works to ensure and implement the following principles:

1. Open and Inclusive

The ecosystem should be open to all service providers and inclusive for all users, including persons with reduced mobility or disabilities. Ideally, the value creation in the ecosystem should be based on the open pro-market approach instead of exclusive bilateral agreements.

2. Erases Pain-Points of Travelling

MaaS is attractive based on the freedom and variety it offers, so users should always get the best possible solution for door-to-door travel. MaaS should be the best value proposition, helping users meet all their travel needs and solving the inconveniences of the journey.

3. Data-Driven and Interoperable

Service providers should grant each other access to essential information in a digital format, including routes, timetables, stops, prices and accessibility information. Ticket and payment system interfaces should also be opened for other service providers.

4. Low-Carbon Mobility

The MaaS ecosystem should always be based on the extensive use of mass transit and/or shared mobility services. Providing a competitive alternative option, MaaS attracts private car users to public transport services, thus also streaming new customers to public transport operators.

5. New Solutions

The success of MaaS relies on existing factors, such as the quality of public infrastructure and physical assets. Public authorities can use the services of new MaaS enterprises and platforms to improve the performance and services of the transport system.