

# MaaS Alliance

facilitating a single, open market and full deployment of Mobility as a Service

**Breakfast meeting at EP, 6 Nov 2019**

Piia Karjalainen



# MaaS Alliance

- international public-private partnership



## Build

an open and sustainable MaaS ecosystem



## Enhance

inter-operability and roaming of services & scalability of businesses



## Provide

market insights and MaaS information



## Connect

"problem-owners" with solution providers



## Develop

trust and collaboration



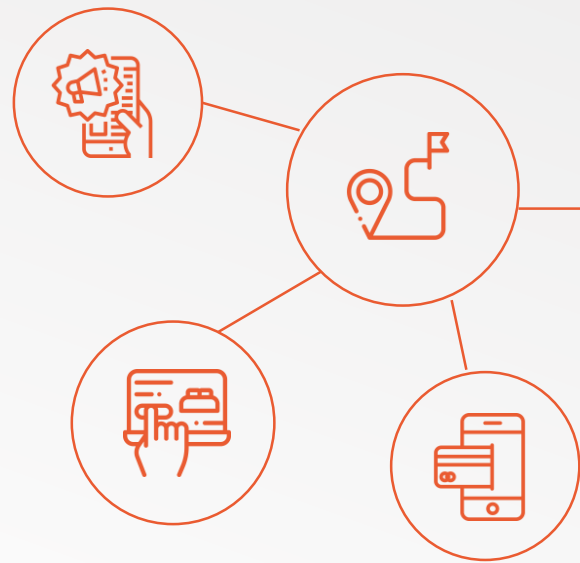
## Define

principles in data sharing and data access

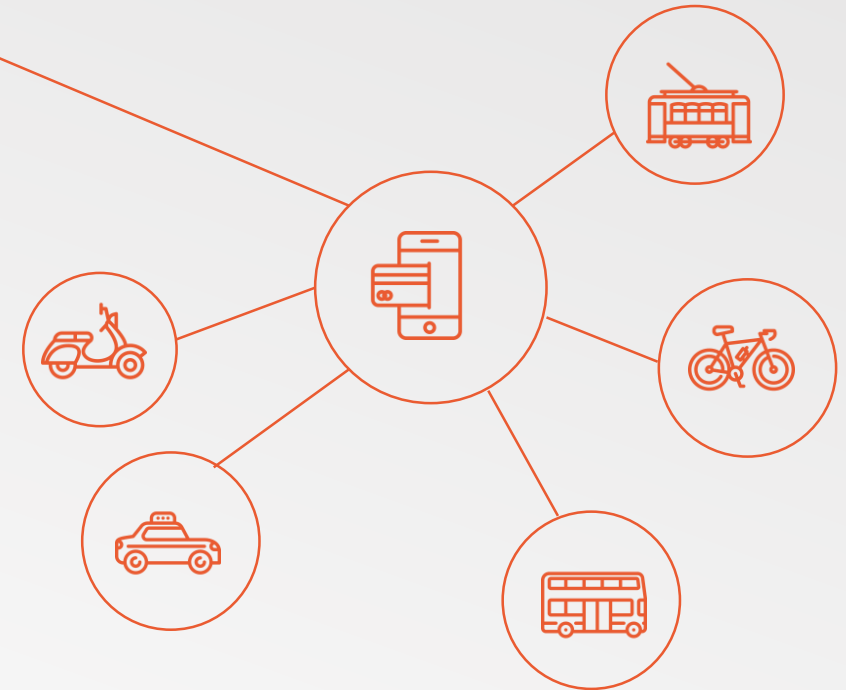


# What do you need MaaS Alliance for?

Journey planner  
Booking  
Ticketing  
Real-time information & support



Flexible mixed use of public,  
private and shared resources  
Optimized transport network  
operations



# 3 dimensions of MaaS



MaaS in action worldwide





**USA & Canada:**  
Automated and electric vehicles



**Europe:**  
Public transportation as a core service, strong PPP



**China:**  
Electric and shared vehicles

**Different context, different focus**

# MaaS in transport decarbonisation tool kit



50 %

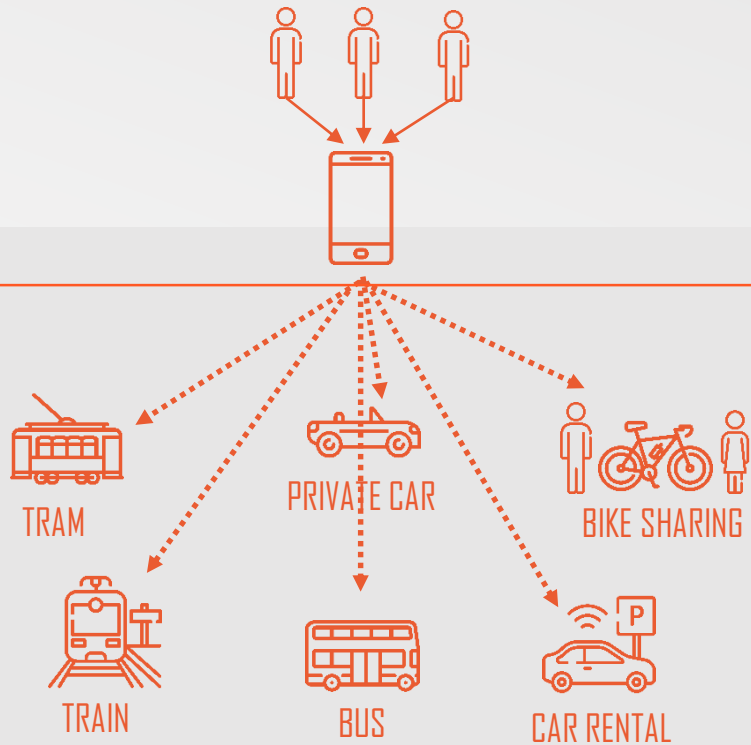
Vehicle-km reduction potential of MaaS

30 %

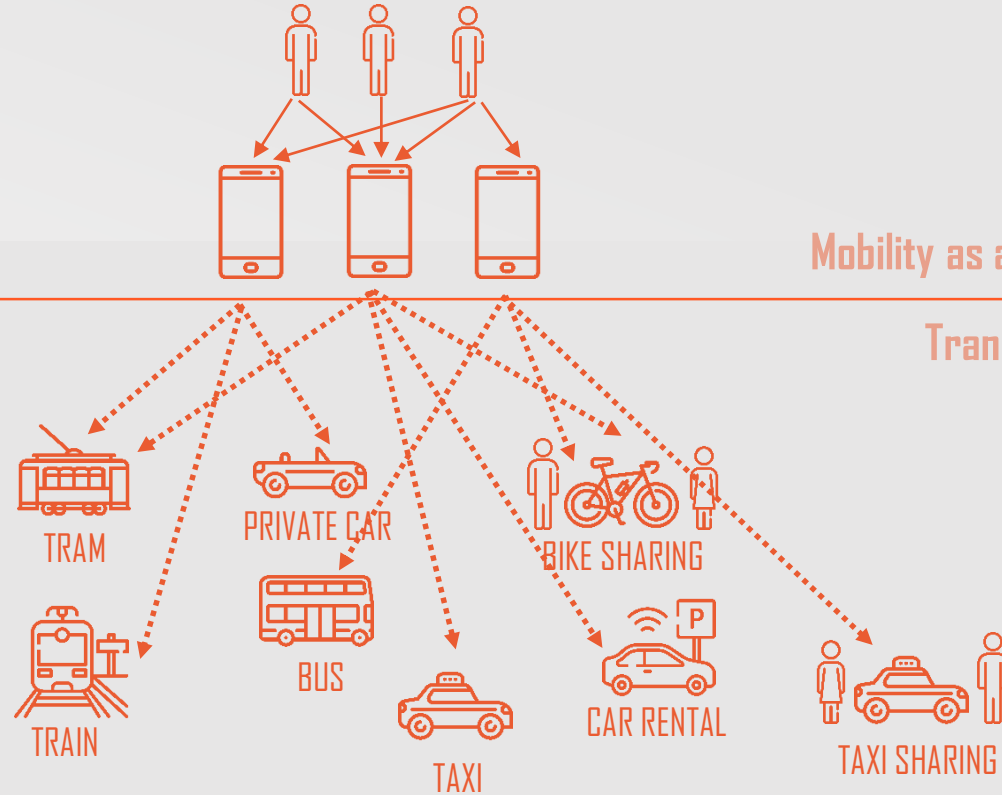
CO2 reduction potential of MaaS

by **2050** in scenario of **accelerated uptake of shared modes** combined with **public transport** and **strong regulation**

# Winner takes it all (UNDESIRED)



# Open ecosystem (DESIRED)



Mobility as a Service (aggregators)

Transport service providers

- Access to market
- Data sharing
- Public-private partnerships

# Vision: an open MaaS ecosystem





## Access to high-quality data

- Static & dynamic data on network & services
- Routes, schedules, fares, availability of fleet, accessibility information, road works, traffic situation, disruptions...



## Access to service provision

- Market access for various new mobility services



## Access to integration

- Access to ticketing
- Harmonized APIs



# Main enablers in open MaaS ecosystem



## FURTHER READING

MaaS Alliance  
Vision Paper  
"Data Makes MaaS Happen"

# MaaS - delivering the integrated ticketing



Consider ticketing and payments systems as critical infrastructure

Keep roles of public and private partners clear

1

Facilitate access to data and ticketing

With regulation  
Via code of conduct  
Via reciprocity models

2

Set right requirements in procurements and PSO's

3

4

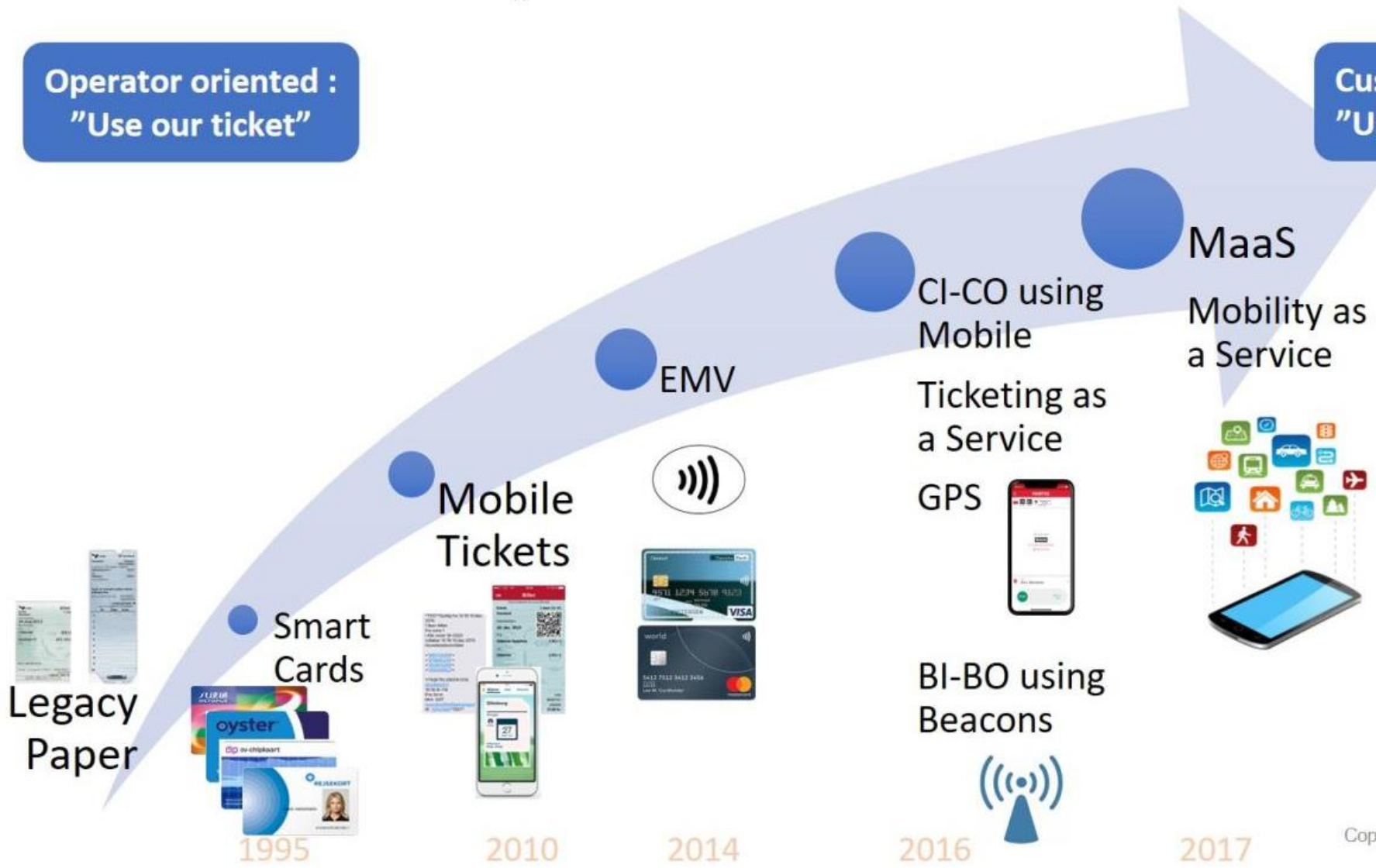
Think multimodal, evaluate from end-user point of view

5

# From tickets to access

Operator oriented :  
"Use our ticket"

Customer oriented :  
"Use what you like"



Copyright © 2019 SFMCON ApS

Credits: SFMCON Soren Sorensen

EU2019.FI

**LVA** MINISTRY OF TRANSPORT  
AND COMMUNICATIONS



## Key Takeaways for Sustainable MaaS

- Open interfaces, availability of accurate and compatible data
- Integration, interoperability and market-based rules
- Inclusivity and sustainability by design
- Rethinking of financial incentives and subvention
- Decoupling of layers (infrastructure, data, services, applications, networks) but collaboration with all stakeholders
- Clear, transparent and fair rules for access, improved market preconditions for new user-centric services





The logo features the word "MaaS" in a bold, white, sans-serif font, centered within a horizontal orange-to-yellow gradient bar. Above the bar is a stylized, dark orange and black shape resembling a flame or a mountain peak.

**MaaS**

ALLIANCE

[www.maas-alliance.eu](http://www.maas-alliance.eu)

[info@maas-alliance.eu](mailto:info@maas-alliance.eu)

 [@MaaS\\_Alliance](https://twitter.com/MaaS_Alliance)

 [@letsgomaas](https://www.instagram.com/letsgomaas)

 [maas-alliance](https://www.linkedin.com/company/maas-alliance)

[p.karjalainen@mail.ertico.com](mailto:p.karjalainen@mail.ertico.com)