



6TH MOBILITY AS A SERVICE SUMMIT:
Zero-emission Mobility for all – Mission for MaaS
29 SEPT 2020

**Report from 6th Mobility as a Service Summit:
Zero-emission Mobility for all – Mission for MaaS
29 September 2020, ONLINE**

The 6th MaaS Summit was held in a virtual format on 29 September as a part of the Urban Mobility Days 2020. The Summit was jointly organised by the MaaS Alliance, the European Commission and the Finnish Ministry Transport and Communications and it brought together nearly hundred policymakers, experts and leaders of the industry to bring fresh ideas and inputs to policy and regulatory framework, which are relevant for MaaS. This year, in the shadow of the COVID19 pandemic and in the context of the upcoming regulatory initiatives by European Commission, the Summit explored the optimal policy design in the context of the Green Deal creating benefits for people, societies and the planet and improving the resilience of the transport and mobility system. The discussions touched in particular the topical revisions of the ITS Directive, Directive for Alternative Fuels Infrastructure, TEN-T regulation and Urban Mobility Package.

The Summit was opened by the European Commissioner for Transport and Mobility [Ms Valean](#), who highlighted that while the pandemic has raised numerous challenges for transport and mobility, it is also an opportunity to rebuild better our transport system and to make a huge contribution to overall economic recovery. She also underlined that it is now time for the Commission to begin developing and enabling a legal framework at EU level for MaaS, as MaaS can help enlarge the offer of sustainable and effective alternatives to the individual use of private vehicles.

After the Commissioner, [Mr Timo Harakka](#), Transport Finnish Minister of Finland, shared Finland's experiences with MaaS development. Key challenges are related to creating interoperability of services through for example payment and ticketing systems and procurement processes. Minister Harakka highlighted the importance of data accessibility and sharing, which calls for determining minimum requirements. Contracts, ticket subsidies and the methods of validating tickets must also be considered. He stated that for the road to recovery, we need both investments in the infrastructure that supports sustainable modes, and investments in the digitalisation that enables us to choose and use sustainable modes more easily.

Jacob Bangsgaard, President of the MaaS Alliance, pictured the development path of MaaS and mentioned that the efforts should be now put to the concrete enablers of an open ecosystem: creation of a fair competition environment, including access to sale and resale of ticketing; facilitation of better availability of data; and supporting sustainable mobility behaviour and optimised mobility mix with right incentives. MaaS Alliance, with its global membership, will



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continue to actively support the growth and uptake of MaaS by building trust and creating policy tools for cities and for assessment of environmental impacts of MaaS.

The first panel with four distinguished speakers: Lilyana Pavlova (EIB), Koen Kennis (City of Antwerp), Sandra Witzel (SkedGo) and Julia Poliscanova (Transport&Environment) focused on “*Facilitating future mobility for all*”. The panellists agreed that COVID-19 is a clear accelerator for MaaS; we also heard that investments are planned to embrace this game changing moment to make sure that we don’t go back to “old normal”. The pandemic with its several phases and impacts has demonstrated that the call is now coming from the citizens, who realised with the pandemic the benefit of having less cars in cities. The panellists underlined that MaaS is a great tool for local governments to improve efficiency, sustainability and inclusivity of transport system in cities. However, there should not be a trade-off between the policy goals but all of them should be part of the DNA of MaaS from the beginning to avoid burdensome and costly “retrofitting” of approaches later on. The panel also highlighted the need for a holistic approach, making sure that all modes are included but also made more sustainable. No transport mode will disappear in the future as they are all essential in one way or another, so they all need to become clean(er) and contribute to climate neutrality.

The debate on “*MaaS and infrastructure policies*” with Françoise Guasparre (Ile-de-France Europe), and Joost Vantomme (ACEA), discussed how the revisions of the [TEN-T Regulation](#) and of the [Alternative Fuels Directive \(DAFI\)](#) can be an enabler for MaaS deployment. The speakers agreed that what is needed, in the context of the revision of the TEN-T, is “an evolution of the rules rather than a revolution”. To develop MaaS services, Françoise Guasparre highlighted the need to develop first the physical infrastructure before being able to deploy the “connectivity layer”, also specifically in peri-urban and rural areas. Both speakers underlined that a number of gaps still exist, in particular on the interconnection between the different transport modes, the need to develop solutions for first mile and last mile and the need to invest in urban nodes, which have an important role to play by connecting TEN-T with local services. On DAFI, ACEA highlighted that mandatory targets for Member States would be needed, as well as stronger enforcement, a guarantee for the right to plug and smart and intelligent infrastructure. Françoise Guasparre underlined that DAFI will enable the deployment of sustainable transport services in rural areas, which, properly integrated to public transport can represent a real alternative to private cars.

The second debate “*MaaS and data – facilitating fair data economy and enabling functionalities*” explored how can the [revision of ITS Directive](#) be an enabler for MaaS deployment. Panellist Raluca Marian (IRU) made the case for the need to clarify the role and responsibilities of all actors



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in data sharing, and to create a framework of trust. She underlined that we should avoid more provision of data without taking into consideration the cost it could represent for operators. Pekka Möttö (Kyyti) promoted a vision of MaaS, where the needs of end users and public transport are the backbone. For the development of MaaS, he underlined that while information on occupancy of the vehicles is very much needed the most sensitive part is about sharing data on ticketing.

The last debate with Zuzana Pucikova (Uber) and Mohamed Mezghani (UITP) explored how we can set governance, including the rights and duties. Both panellists agreed that the same rules should apply to both, private and public players. Mr Mezghani stressed the importance of equivalent rights and responsibilities and reminded the audience that competition between operators is fierce in the transport market. Mr Mezghani raised the same market-same rule - principle, but emphasized the distinction between service providers that operate under public service obligation and service providers that are purely market based. Ms Pucikova believes in efficient collaboration of public and private players striving together to achieve societal goals; this has been also confirmed by positive experiences by Uber working together with cities and public transport authorities for example in the United States and in France. When the question of a sufficient level of regulative interference was on the table, Mr Mezghani presented that regulation is an essential part of the system but finding the balance is the challenge. Regulation needs to create incentive for market-based operators to develop their services. The best results in achieving societal goals, for example ecological sustainability, will be reached with involvement of all parties of transport market and community. Parties were in consensus that legislation should create a framework within which societal goals could be achieved. Rules must be clear and strict enough, but at the same time allow parties to develop and have viable business.

The Summit was concluded by Matthew Baldwin (DG MOVE, European Commission) who gave a preview of the key issues that will be addressed in the upcoming Communication on Smart and Sustainable Strategy. Reflecting back what was heard earlier at the Summit he said: "We, at the Commission, aim to reinforce the synergies and try to develop the framework for a stronger basis of trust between service providers, transport operators and public transport authorities." He concluded by saying: "All transport modes have started to embrace this disruptive change, although at a different pace. However, further work is needed on improving underlying conditions allowing the transport sector to take full advantage of the opportunities to achieve sustainable, seamless, smart mobility across the modes. Awareness that our mobility system is changing and needs to be transformed – we are all part of this change and we can individually make a difference in our daily lives and commuting."



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Key takeaways:

1. **COVID-19 has proved to be a real game changer for MaaS**; also investments are planned to embrace this change and not to go back to pre-crisis situation.
2. **MaaS is a great tool for local governments to improve efficiency, sustainability & inclusivity of transport system in cities**; however, there should not be a trade-off between the policy goals, they should rather go hand-in-hand
3. **Trust, trust, trust** – elementary for data sharing, partnerships and unlocking the full potential of MaaS. In terms of regulation this means that we need a trust framework and not detailed regulations
4. **This is an evolution, not a revolution**: Focus more on common nominators, collaboration and complementarity, and less on "old-school" confrontations (public vs private, physical vs digital, interest of society vs interest of individuals, etc.)
5. **MaaS will be an important topic** addressed in the context of revision of ITS Directive, Sustainable & Smart Mobility Strategy and Urban Mobility Package

The Summit was moderated by Ms Ananda Groag.