



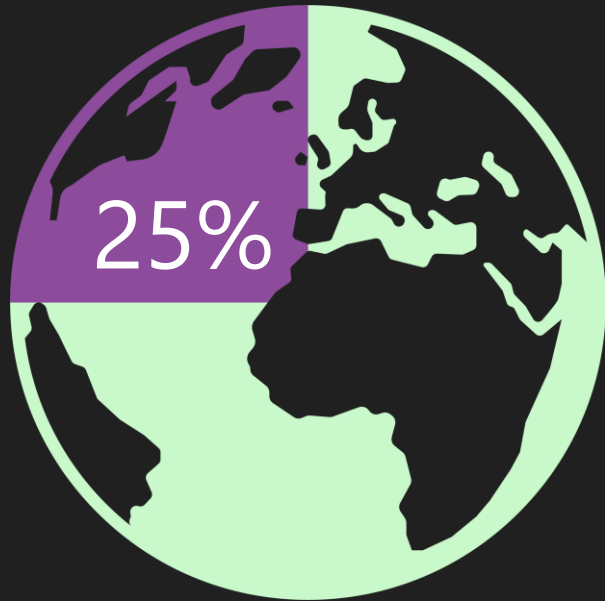
**Maas** GLOBAL  
Developer of **whim**

# MaaS delivering Sustainable and Smart Mobility

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# Why do we need change ?

Now



**25%** of global emissions  
come from transport.

2030



**If nothing changes** 40 % of  
global CO2 emissions will  
come from transport by 2030.



Households currently use

**20%**

of their budget on  
transport, most of it on  
cars.

Car sits unused

**96%**

of the time.



The background is a collage of eight black and white photographs. Top-left: A high-speed train blurred in motion on tracks. Top-middle: A long-exposure night shot of a city street with light trails from cars. Top-right: A woman in a white shirt looking out a train window. Middle-left: A blurred crowd of people. Middle-right: Hands working on a laptop and documents on a desk. Bottom-left: A long-exposure day shot of a city street with light trails. Bottom-middle: A crowd of people at a concert with their hands raised. Bottom-right: A perspective view down a long, brightly lit tunnel with tracks.

# Everyday decisions act as catalysts for change

Sitra, Finland's roadmap to circular economy 2.0





# Freedom of Mobility

Only with Freedom of Choice

## SUSTAINABLE & SMART MOBILITY STRATEGY

“As the backbone that connects European citizens and business, transport matters to us all. We have no time to lose in getting it fit for the future. Digital technologies have the potential to revolutionise the way we move, making our mobility smarter, more efficient, and also greener. We need to provide businesses a clear pathway for the green investments they will need to make over the coming decades. Through the implementation of this strategy, we will create an irreversible shift to zero-emission mobility while making our transport system more efficient and resilient.”

COMMISSIONER FOR TRANSPORT  
ADINA VĂLEAN



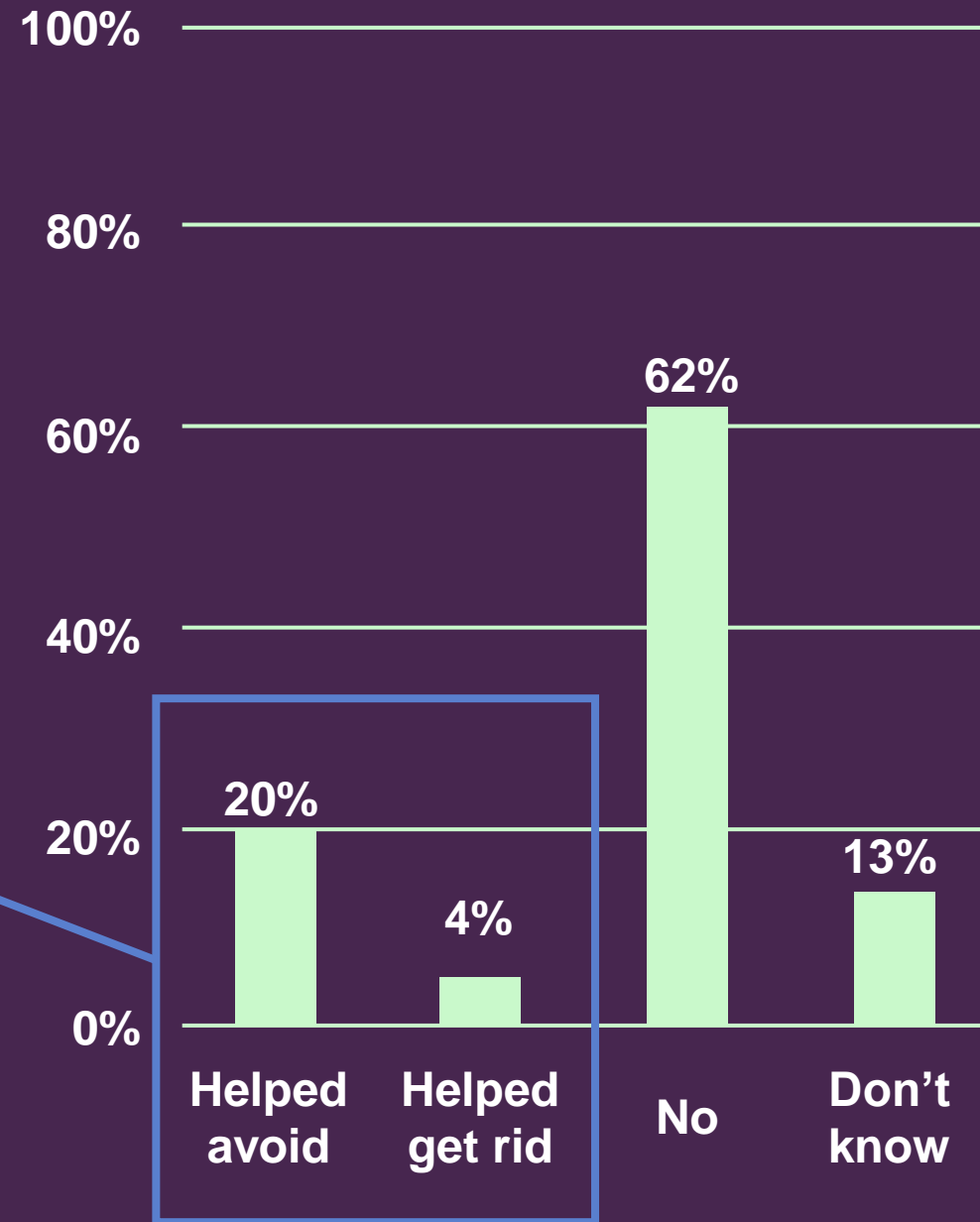
Mobility and Transport

#MobilityStrategy



# MaaS replacing car ownership

24% of all responses said  
Whim helped  
(a) avoiding or  
(b) getting rid of own car







**The power of good UX**

## **1. Make it obvious**

Show the green(er) choices, make it stand out.

## **2. Make it attractive**

What makes this choice the most attractive one for you?

## **3. Make it easy**

Pulling the trigger should be easy, one click – if even

## **4. Make it satisfying**

Reward the customer, but make the reward satisfying



A long-exposure photograph of a city street at night. The street is filled with light trails from cars, creating a sense of motion. Tall buildings line both sides of the street, with some windows illuminated. Trees are visible in the foreground and along the sidewalks. The overall atmosphere is urban and vibrant.

"Choosing optimism and Openness  
is one of the most important  
policy opportunities of  
the 21st century."

Rufus Pollock, The Open Revolution





**Thank you!**

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