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Dear Executive Vice Presidents, Dear Commissioners,

All the Global MaaS Alliance Members are working together on setting the right conditions to create the “Open MaaS ECOsystem”. This is needed to influence the way **Users** choose how to travel. The output is simple: we need to provide Users with better options to save the world, improve the future of our kids and deploy solutions that can create a real impact on mobility options.

The key message within the MaaS Alliance is working together. Joint effort between the private and the public sectors, with all the market players and stakeholders that are involved, is crucial to create jointly the right output to influence, change and improve mobility options. We are happy to collaborate with the European Commission on facilitating our common goals and journey.

To make sure we are all aligned and working on the same goals, we need to highlight some directions linked to Multimodal Digital Mobility Services (MDMS).

Multimodal Digital Mobility Services represent a very good initiative to facilitate the uptake of the necessary change within the Open Mobility ECOsystem. We want to make sure that the word “Open” should be interpreted as “Open for Users”.

- 1) All Mobility Service Providers should connect to the Open MaaS ECOsystem, not the other way around. Public Authorities should take the role of orchestrator of Urban Area and Mobility Services in order to deliver policy objectives.
- 2) All Mobility Service Providers who want to actively operate need to have a license offered by Public Authorities. This licence would provide guidelines on how to connect, how to manage and steer, as well as on how to create the best propositions within urban areas to serve **Users**.

- 3) The services offered through the Open MaaS ECOsystem should be set up with collaboration between Public Authorities and market players. Standards and services are set by Public Authorities and aligned with the market needs in order to be easily deployed. Some examples are the Open Payment-API, -booking-API, Account Based Ticketing, Operational Services and Service Recovery, and more. All to serve **Users**.

These open clarifications are the fundamentals of the Open MaaS ECOsystem. The next step is facilitating the framing of the right environment to boost the collaboration on the output of the Open MaaS ECOsystem. The objective is to inform and influence the traveling behaviour of **Users**.

Our focus should be on the co-creation of Mobility Proposition. Together with the MaaS Alliance representatives from universities and global knowledge-centres, we are setting up the “Mobility Learning loop”. We are keen on connecting to the Mobility Data Space to learn about the effects of propositions. This results in assessing the effectiveness of propositions. We need to share knowledge and spread the most effective propositions to achieve the highest impact and formalise the Green Deal.

The Co-Creation of Mobility Propositions is the base of Urban Development and Urban Management. It aims at:

- direct influence on Accessibility and Liveability of the City
- the right insight on the usage of the city's assets and on how we need to invest in infrastructure or mobility services.
- the right insights to optimise the mobility services that are offered through a Licence to Operate.

Through Mobility Budgets we can create individual propositions to provide access to all mobility options to choose from, directly for all **Users**, at every location, for every income, with any disabilities (or non), to/or from every point of interest and at any time.

We strongly believe in the power of providing all **Users** with the best proposition so that they will always choose their most environmentally-friendly option, the most affordable option, the most time-friendly option or the most hassle-free option to use; and they will realise that they do not have to buy and use their own asset.

Within the MaaS Alliance, we want to act as a neutral institute that is always open to collaborate and be a constructive partner to realise a better future. We are open to aligning and discussing the way the Open MaaS ECO System should be deployed in Europe to serve **Users** and so to save the planet.

For the MaaS Alliance, the **User**, and their ability to travel freely and unencumbered, while being mindful of their impact on the environment is key to everything we do.

Sincerely and on behalf of all Members of the MaaS Alliance,



Andy Taylor
President



Joost Vantomme
Vice President



Roelof Helleman
Secretary General