

## **MaaS Alliance and Micro-Mobility for Europe Forge Strategic Partnership to Advance Sustainable Urban Mobility**

[Brussels, 28/02/2024] – The **MaaS Alliance** and **Micro-Mobility for Europe (MMfE)** are pleased to announce the formation of a **strategic partnership** aimed at accelerating the development and implementation of sustainable mobility solutions in cities in Europe and beyond. This landmark collaboration brings together two leading organizations dedicated to **shaping the future of urban transportation** and fostering innovation in Mobility as a Service (MaaS) and micro-mobility.

As global public-private partnerships, both the MaaS Alliance and MMfE have been at the forefront of advocating for **sustainable mobility practices** and promoting the adoption of innovative technologies to address urban transportation challenges. With a shared vision of creating **more inclusive, efficient, and environmentally friendly mobility systems**, the Parties have joined forces to drive progress in this critical domain.

Under the terms of the strategic partnership, the Parties will leverage their respective expertise and resources to collaborate on key initiatives aimed at advancing sustainable and data-driven mobility transformation. This partnership will facilitate knowledge-sharing, foster innovation, and promote the widespread adoption of MaaS and micro-mobility solutions worldwide.

Key areas of focus for the collaboration include:

- Exchange of Knowledge
- Collaborating on the realisation of the [Mobility Knowledge Loop project](#)
- Strategic positioning of the Open Mobility Ecosystem

Commenting on the partnership, **Roelof Hellemans**, Secretary General of the MaaS Alliance, stated: "We are excited to join forces with Micro Mobility for Europe to advance our shared goals of promoting sustainable urban mobility. By combining our strengths and resources, we believe we can accelerate the transition towards more inclusive, efficient, and environmentally friendly transportation systems."

Echoing these sentiments, **Marc Naether**, Co-Chair at Micro-Mobility for Europe, added: "This strategic partnership represents a significant milestone in our efforts to revolutionise urban transportation. By collaborating with the MaaS Alliance, we can amplify our impact and drive positive change in cities in the EU."

### **MaaS Alliance**

The [MaaS Alliance](#) is a global public-private partnership creating the foundations for a common approach to Mobility as a Service (MaaS), unlocking the economies of scale needed for successful implementation and take-up of MaaS in Europe and beyond.

### **Micro-Mobility for Europe**

[MMfE](#) is a coalition of shared micro-mobility providers offering short-term rental of electric scooters and bicycles. Our members want to ultimately transform urban mobility by creating a sustainable transport ecosystem together with the cities in which they operate.