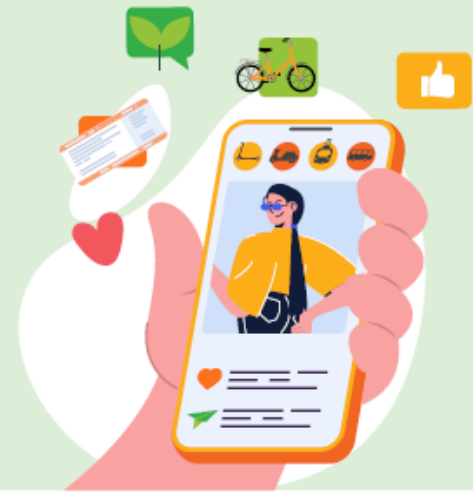


# The Growth and Future of Integrated Public & Private Mobility



## Introduction

Since its inception back in 2015, the MaaS Alliance has been a Neutral & Non-Profit Organisation that has led the community in providing thought leadership, direction, and a knowledge-sharing community in the Mobility-as-a-Service domain. We continue to deliver these services as the concept of MaaS has evolved from initially a purely B2C engagement, to the vast array of mobility services and functions on offer to numerous different stakeholders.

As the world continues to transform digitally, and assets are shifting to as-a-service models, the integration of public and private mobility services is more critical than ever. The integration of mobility is undertaking a clear brand-new path irrespective of the name by which it is referenced. The MaaS Alliance acknowledges this and has generated specific programs to deliver outputs to the partners and the wider community. While we continue to focus on delivering benefits to the partners in the fields of Business and Governance Models, User Experience, and Technology; we are now adding additional focus areas that will enhance the growth of integrated mobility services, focus on the decarbonization and the sustainability of mobility, and allow that dialogue to continue in the wider community.

The MaaS Alliance realizes we cannot act alone in the need to drive the global discussion on integrated mobility, so we call on other alliances, associations, and trade bodies to embrace the need to share insights so the benefits for all stakeholders can be recognized.

To that end, we are now focusing on the evolution of the **Open Mobility Ecosystem**, and a community communication forum called **Mobility4Users**. These two initiatives will enable the MaaS Alliance to continue to be at the forefront of the discussion on integrated public and private mobility and the deeper discussion on MaaS.

## The Open Mobility Ecosystem

The MaaS Alliance mobility value model helps the emerging open ecosystem be understood and participated, thus facilitating the positioning of public and private stakeholders together to increase synergies, value, and growth. Changing mobility business models increases the importance of reaching a consensus over how this open mobility ecosystem should be shaped, and how the incumbents and new roles should be aligned based on the ever-increasing influence of software, data, and digital services.

The MaaS Alliance is focused on continuing to improve the existing model by leveraging digital and common language to provide robust and secure MaaS foundations to make them a spearhead of change in the mobility model by which cities of present and future will be renowned as liveable and sustainable.

As digital, the Open Mobility Ecosystem is based on cross-collaboration and that's what the MaaS Alliance stands for. Its mission and vision are to contribute to fostering a thriving mobility ecosystem by forming a digital organizational structure, including all organizational aspects from public and private stakeholders to agile MaaS structures and participants' mindsets.

The MaaS Alliance works towards:

- A holistic analysis of new mobility services and how they can be augmented to support the existing mobility ecosystem.
- A common agreement on indications for enriched sustainable mobility business models that outperform the offerings citizenship deserves to thrive in this new era where public and private supply will be complemented.

To that end, we will help explore and understand:

- Generic services to make Mobility work like Payments, Bookings & Settlements.
- Regulations and Governance from Global to Local Level.
- The need to exchange data for social and societal benefits.
- An open market with clear governance for all to connect, align, and contribute to the social and economic needs of the community and the individual.
- How we leverage the opportunities and mitigate the risks of AI technologies.

## Communication and Collaboration

The MaaS Alliance will use the global [Mobility4Users](#) Community as a Neutral and Non-Commercial community to stimulate interaction and dialogue with all stakeholders in the field of Mobility: Public and Private, Commercial and Social, Long- and Short-distances, Start-ups and established organisations, Associations, and individuals, Academics & representatives.

We are inviting everybody to connect and become a part of the platform to improve Mobility for all. We do not exclude any stakeholder who is working in the field of Mobility. But to align and work on the Open Mobility Ecosystem, we believe it is important to have a positive contribution to the desired Social, Ecologic, Economic, and user outputs. Collaboration and trust are to achieve the goals we all believe in.

## Top 5 MaaS Alliance Focus Areas for the Coming Years

We will reach out to all members and partners of MaaS Alliance to work together and contribute towards the realization of the Open Mobility Ecosystem. To increase our impact, we will focus on the following key areas:

- 1) Collaboration to connect and align with all stakeholders and users.
- 2) Focus on Interoperability and alignment on Mobility Services & propositions.
- 3) Communication of ideas and solutions via the Mobility4Users Community.
- 4) Clarifying the challenges for stakeholders and users such as payments, bookings and settlements.
- 5) Innovate to achieve improvements in all aspects of integrated Mobility Services.

Feel free to join us, contribute, or reach out if you want to work together to provide a better future for the upcoming generation.

*The MaaS Alliance Team: The Mobility Service Community*