

What you need to know about Mobility as a Service (MaaS) Alliance



Build

an open and sustainable MaaS ecosystem



Enhance

inter-operability and roaming of services & scalability of businesses



Provide

market insights and MaaS information



Connect

"problem-owners" with solution providers



Develop

trust and collaboration

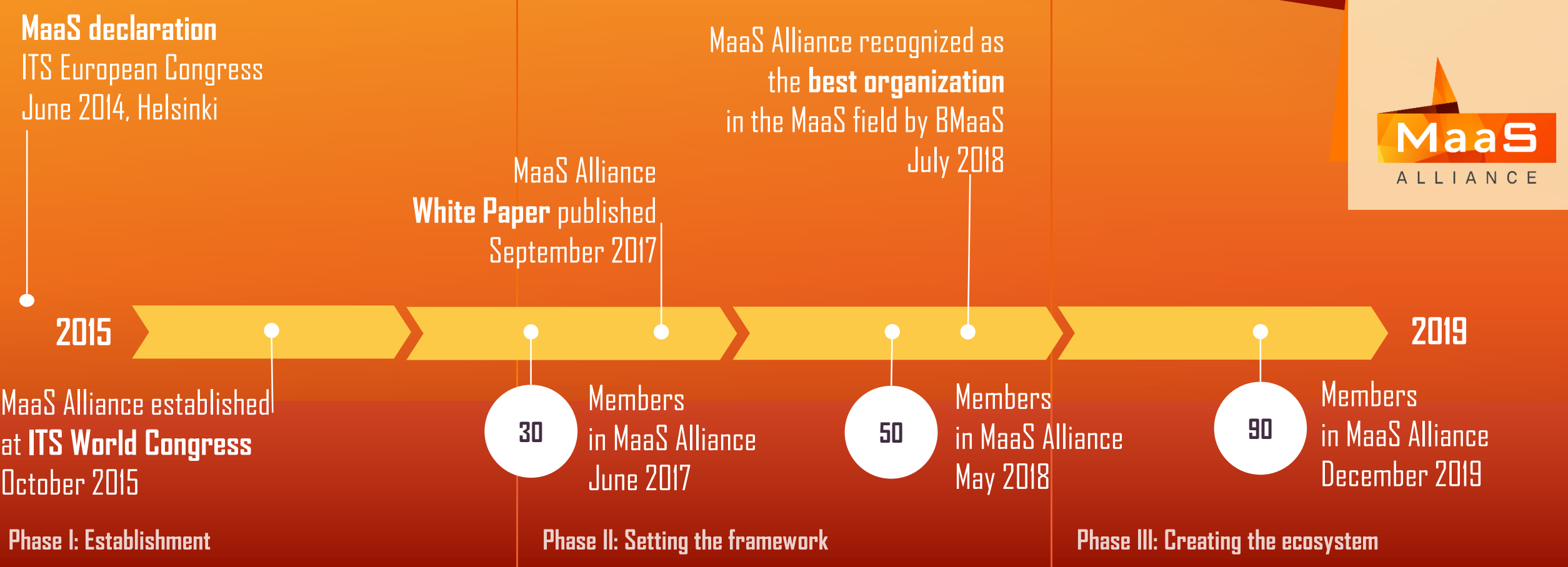


Define

principles in data sharing and data access

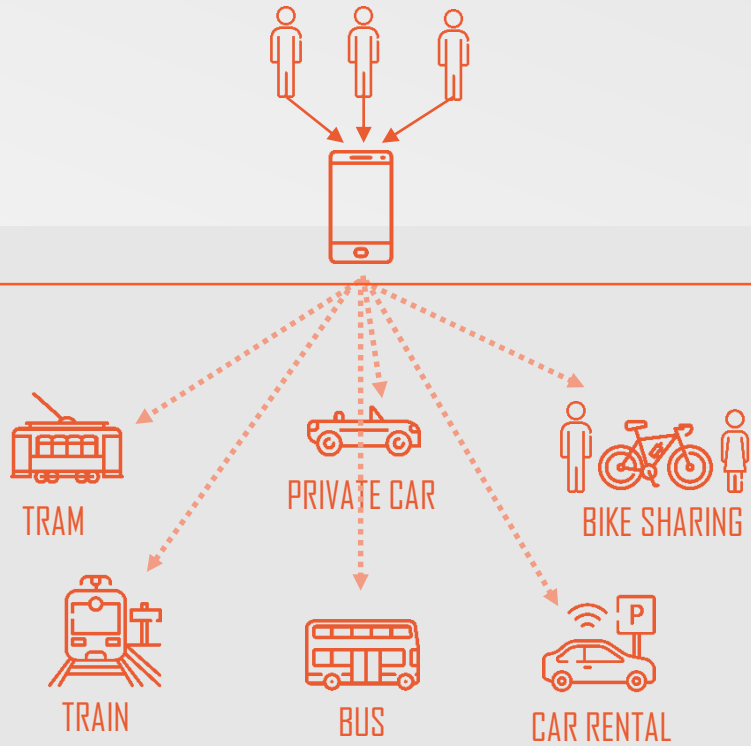


What do you need MaaS Alliance for?

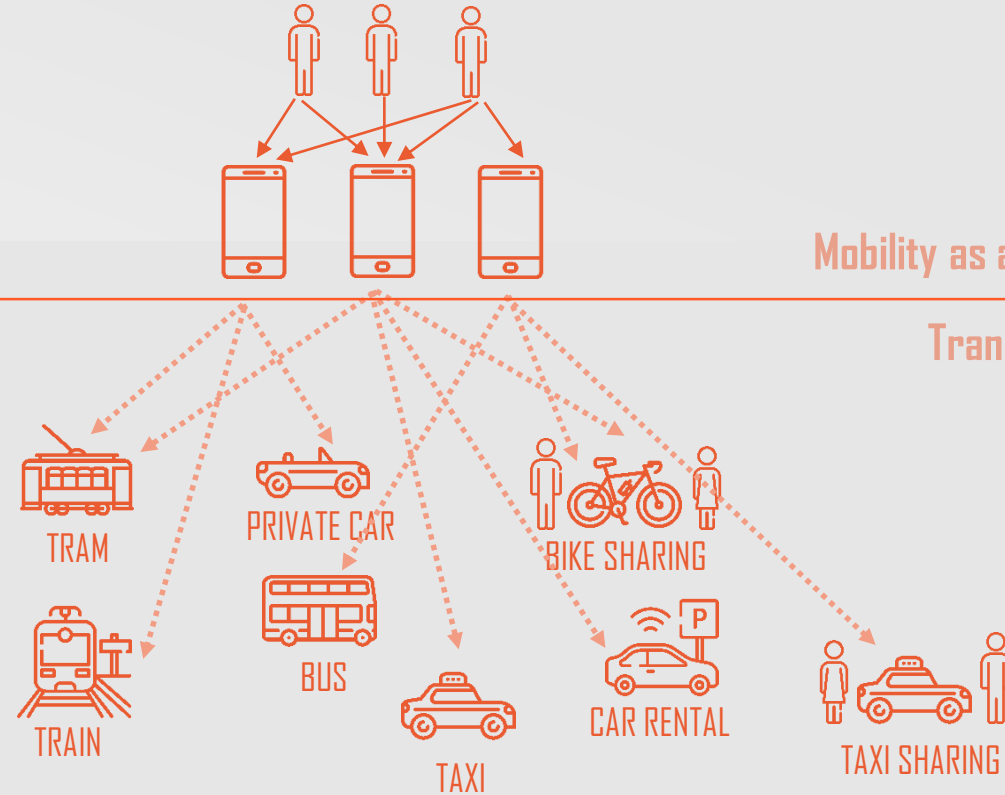


The story of MaaS Alliance: From promoter to facilitator & thought leader

Winner takes it all (UNDESIRED)



Open ecosystem (DESIRED)



Mobility as a Service (aggregators)

Transport service providers

- Access to market
- Data sharing
- Public-private partnerships

Vision: an open MaaS ecosystem



Collaborate

in working groups designing and defining the desirable development of sustainable business models, IT architectures and regulatory frameworks



Access
to MaaS network and market information

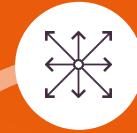


Influence

the framework: possibilities to contribute to policy discussions on MaaS



Expand
through international cooperation



Benefit

from peer-to-peer support



Find

business partners

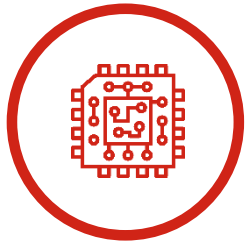


Stand out

Various international speaking opportunity and exposure for your company, affiliation as a MaaS frontrunner



Why join MaaS Alliance?



Technology & Standards Working Group



Governance & Business Models Working Group



Users & Rules Working Group

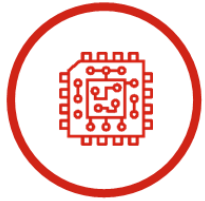


- Collaborate in regular monthly conference calls and through our collaborative platform
- Get peer-to-peer support and find partners
- Engage in interesting discussions on the latest MaaS developments and shape the future evolution

Working Groups:

Collaborate to create an open MaaS ecosystem





Technology & Standards
Working Group

Technical communication
API specification
Development and architecture
Standardisation

Mobility Data Management

Ticketing



Governance & Business Models
Working Group

Future MaaS
Tools for cities
Market playbook
MaaS and Traffic Management

Invited speakers

MaaS of the Month



Users & Rules
Working Group

Environmental performance of MaaS
Regulatory initiatives
User-centric MaaS
Insurance innovations

Invited speakers

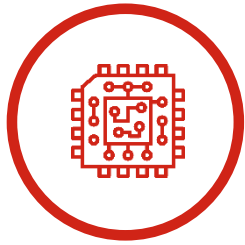
Mobility Data Management



Working Groups:

Planned Activities for 2020

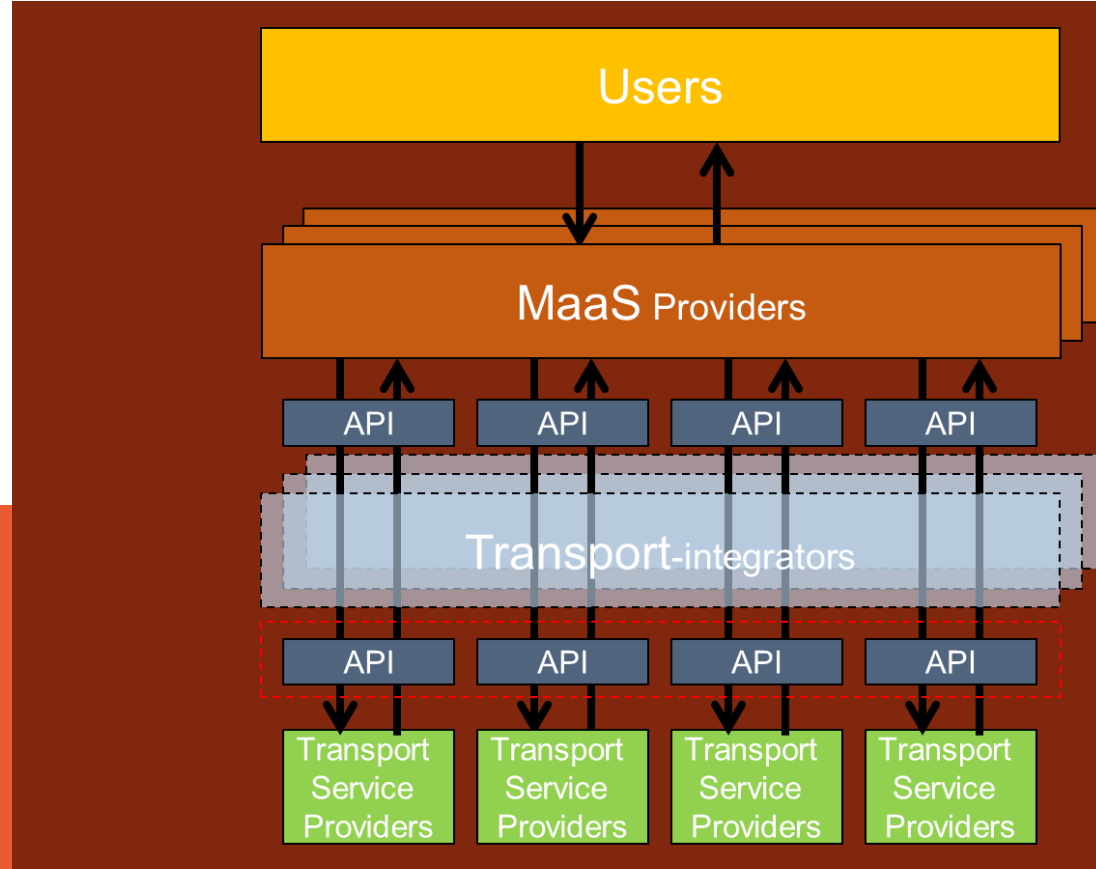




Technology & Standards Working Group



- Harmonised APIs
- Principles and elements required for interoperability



Working Group Technology & Standards



Governance & Business Models Working Group

- Support for open development
- Innovative business & governance models, including data sharing and governance
- Focus on cities

Ongoing activities:

- **Future MaaS** – podcasts to explore the evolutions of Mobility as a Service
- **Tools for Cities** – focus on cities
- **Market Playbook** – code of conduct for well-functioning MaaS ecosystem
- **Maas & Traffic Management** – to explore requirements for multimodality
- **MaaS of the Month** – monthly MaaS case from members
- **Ticketing**



Working Group Governance & Business Models



Users & Rules Working Group

- Recommendations on how to regulate multimodal MaaS environment

Ongoing activities:

- **Environmental performance of MaaS** – KPIs for MaaS
- **Regulation initiatives** – expert blog posts on the evolutions of regulation
- **User-centric MaaS** – focus on users
- **Insurance innovations** - focus on insurances for multimodality and MaaS
- **MaaS of the Month** – monthly MaaS case from members
- **Mobility Data Management** – focus on MDS and data management
- **Ticketing**

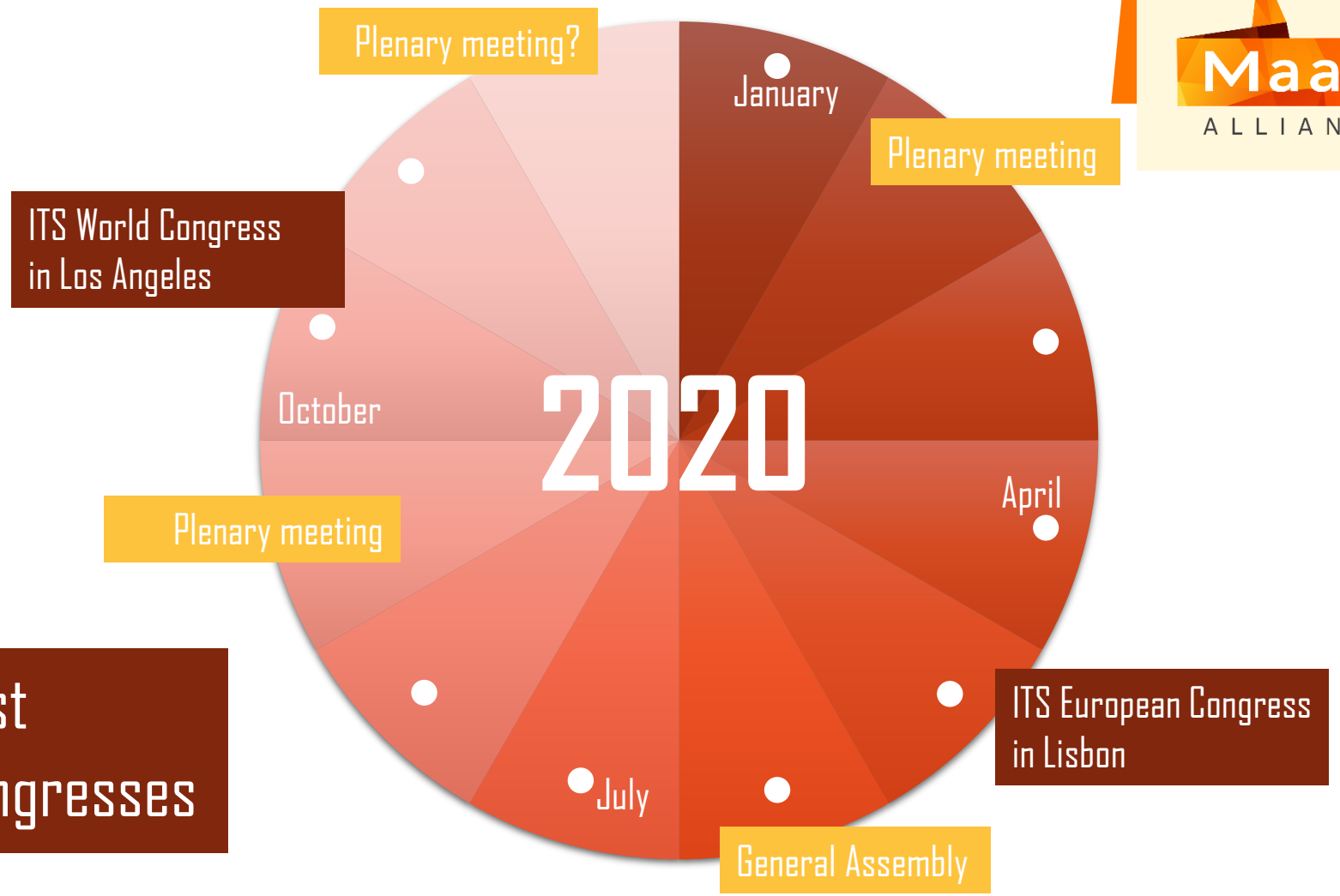


Working Group Users & Rules

3+
plenary
meetings

3+
thematic
events/workshops

Strong presence at the most
relevant events incl. ITS congresses



Meetings & Events: Engage





Website

Exchange updates on news and events concerning MaaS



Promotion materials

Partners can request slides for their presentations, leaflets, etc.



Monthly Newsletter

(communicate with members)
~415 contacts



Bi-annual Newsletter

(communicate with general audience)
~3,000 contacts



Social media

Connect through:
Twitter: ~3,650 followers
LinkedIn: ~1300 followers
Instagram: ~105 followers



Our Communication Channels

are your Communication Channels

 [@MaaS_Alliance](https://twitter.com/MaaS_Alliance)

 [maas-alliance](https://www.linkedin.com/company/maas-alliance)

 [@letscomaas](https://www.instagram.com/letscomaas)

 www.maas-alliance.eu

The logo for MaaS Alliance features the word "MaaS" in a bold, white, sans-serif font, centered within a horizontal orange-to-yellow gradient bar. Above the bar is a stylized, dark orange and black shape resembling a flame or a mountain peak. Below the bar, the word "ALLIANCE" is written in a smaller, dark grey, all-caps, sans-serif font.

MaaS

ALLIANCE


To obtain
your Membership Application Form
and be part of the Alliance
please write

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