



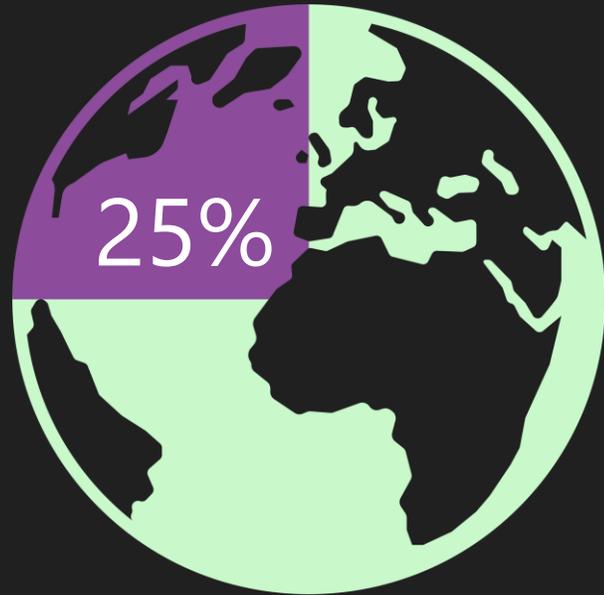
Maas GLOBAL
Developer of **whim**

MaaS delivering Sustainable and Smart Mobility

Krista Huhtala-Jenks
Head of Ecosystem & Sustainability
@KristaHJwork @maas_global @WhimappFI

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.





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.”

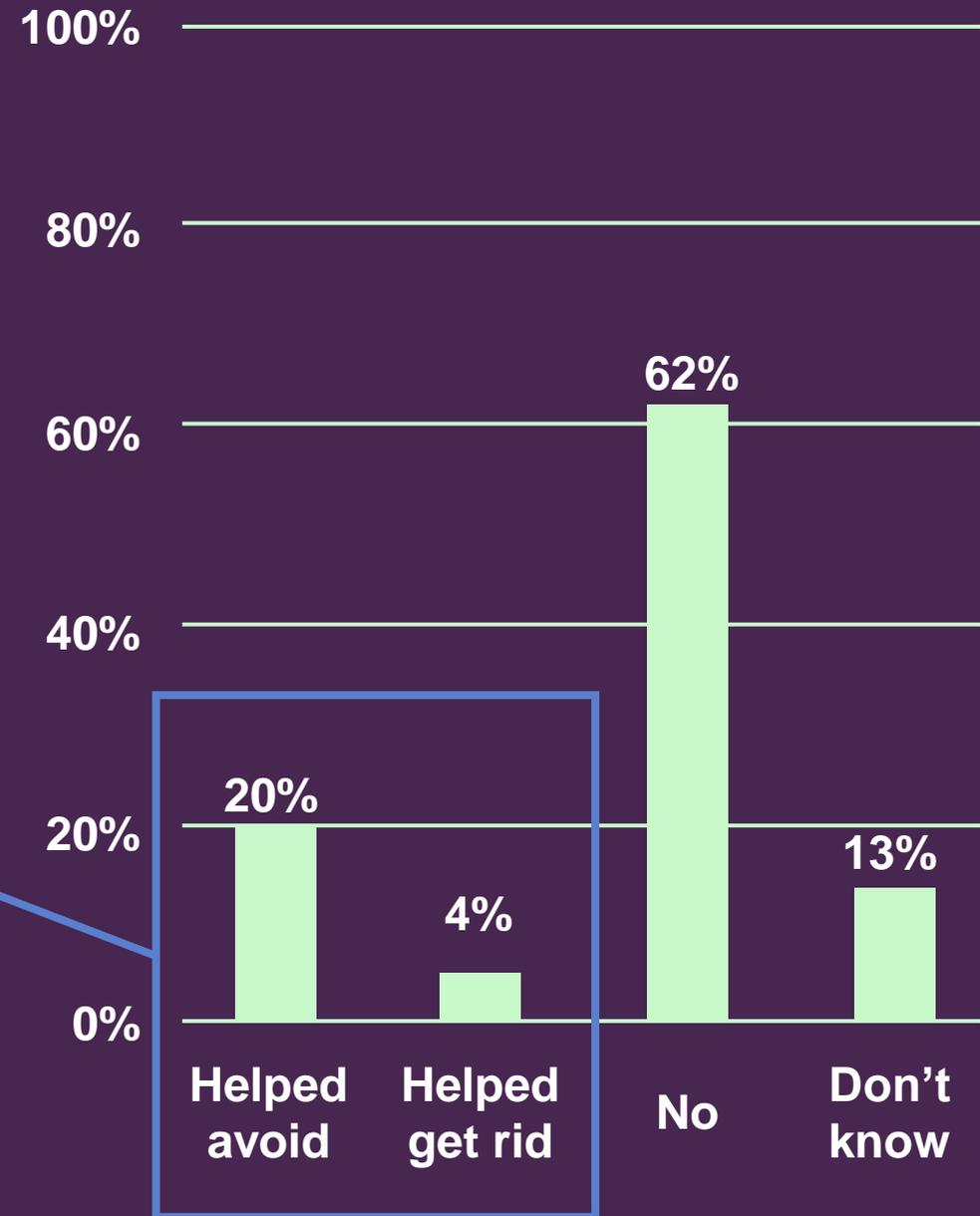
COMMISSIONER FOR TRANSPORT
ADINA VĂLEAN





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 lined with tall buildings, some of which have lit windows. The street is illuminated by streetlights, and there are light trails from cars moving down the road. The overall scene is a vibrant urban landscape.

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

Rufus Pollock, The Open Revolution



Thank you!

Krista Huhtala-Jenks, Head of Ecosystem & Sustainability

Krista.huhtala-jenks@maas.global

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