Connected Smart Cities: The foundation for MaaS?

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A definition of MaaS

“The integration of various transport services into a single mobility service accessible on demand and with a single payment”
What goes on in MaaS?

<table>
<thead>
<tr>
<th>MaaS role</th>
<th>MaaS processes</th>
<th>MaaS value</th>
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</thead>
<tbody>
<tr>
<td>Customer</td>
<td></td>
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<tr>
<td>Individual</td>
<td></td>
<td>Demand information</td>
</tr>
<tr>
<td>Employee</td>
<td></td>
<td>User service</td>
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<tr>
<td>Business</td>
<td></td>
<td>Supply information</td>
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<tr>
<td>MaaS provider</td>
<td>Consolidate demand</td>
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<td></td>
<td>Optimise vehicles &amp; routing</td>
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<td></td>
<td>Order transport</td>
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<tr>
<td>Transport operators</td>
<td>Adapt &amp; supply transport</td>
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</tbody>
</table>
Key Principles for MaaS Alliance

• Open single-market and user-centric approach
• Stimulate partnership amongst authorities, operators, service providers
• Remove barriers (organizational, regulatory, technical…) to stimulate competition and facilitate full deployment
• Convergence of public policy goals & business opportunities
Work areas

• **Single market**: freedoms and opportunities for MaaS providers, transport operators, customers; fair competition; interoperability guidelines

• **End users**: needs, rights, protections, benefits, social inclusion, sustainability

• **Legal & incentives**: remove barriers, propose regulatory framework (EU, national, local) & identify incentives to support business model and user acceptance

• **Technical**: standards, data security & protection
Activity channels

I. MaaS Requirements: Define requirements for deployment (Working Groups)


III. Business: Define business cases & synergies for collaboration between stakeholders

IV. Research: Stimulate take-up of innovation from research community

V. Communication: Stimulate interest in MaaS Alliance and share knowledge
Challenges

• What (and how) does the user really want and will they pay?
• How much will they pay for the convenience?
• Can the MaaS provider attract all transport providers?
• Can the MaaS provider orchestrate the transport services and offer a reliable on-demand service to the user?
• What will be the relationship between the MaaS provider and the city authorities?
• What standards are needed to put this all together?
Thank you!
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