Mobility as a Service - the solution Europe is looking for

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What we are talking about when we are talking about MaaS?
Open MaaS Ecosystem

MaaS service provider: access to market and services

Transport operators: freedom to supply and to connect

User: roaming of services

Data & technology: Open data, open APIs
1. Choose your level of ambition

2. Choose your policy tools

- Use MaaS to meet policy goals
- Ensure access to mobility market
- Avoid bottlenecks, monopolies or closed systems
- Work with open data & architectures and standard interfaces
- Consider investments to jumpstart ecosystem
- Avoid subsidies, create incentives to end-users instead

Catalyst
Enabler
Follower

Public policy toolkit
Mobility as a Service provides tools for transport decarbonisation

*walking&cycling excluded from the result data, data based on surveys done among Whim users
Nail it or fail it…

Integration

Flexibility & certainty

Scalable, roamable – and based on the best local ingredients
What do we need MaaS Alliance for?

- Builds open MaaS ecosystem
- Ensures that Maas user is always “better off”
- Enhances roaming of services
- Provides market insights & MaaS information
- Connects “problem-owners” with solution providers
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