Unlocking scalability of MaaS schemes in European Cities

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Connected Smart Cities Conference 2018
Smart Mobility: Getting there
What is MaaS?

INTEGRATION IS THE KEYWORD

Levels of integration

- Policy integration: Governance & PP-cooperation
- Integration of service offer: Bundling/subscription - responsibility
- Integration of payment: Single trip - find, book and pay
- Integration of information: Multimodal travelplanner, price info
- No integration: Single, separate services

Public access
- Collective use: Train, tram, bus, metro...
- Demand Responsive Transport

Private access
- Ride-sharing/carpooling (private or corporate)
- Chartered services

Integrated Mobility Platform
- Ride-selling apps
- Shared taxi

Individual use
- Taxi
- Rent-a-bike
- Rent-a-car
- (e-)Car-sharing
- (e-)Bike-sharing
- (e-)Bike
- Pedestrian
- (self-driving) Car

Next Challenge!

I simply want to move. I want to move simply
IMOVED – Overall goal and approach

To accelerate the deployment and unlock the scalability of MaaS schemes in Europe, paving the way for a “roaming” service for MaaS users at the European level.
IMOVE – Scalability Unlockers

• **Sustainable Business Models and organisational MaaS Frameworks**
  - contracts, Terms & Conditions, etc.

• **Behaviour change strategies**
  - e.g. incentive models, rewarding schemes, gamification, etc.

• **User engagement schemes**
  - inspired by marketing and XaaS economy

• **Long-term MaaS interoperability and roaming strategies**
  - cross-MaaS, cross-borders
IMOVE – Software Enablers

• **Identity Manager**
  - how to enable identity sharing and access across different MaaS operators and other external services

• **User Tariffs & Preferences Manager / Price & Booking Manager**
  - how to enhance user profiling, preferences management, booking and personalised service offerings

• **Mobility Tracker**
  - how to collect users’ mobility data, support big data analytics and behaviour change (through eg incentives, gamification, etc.)

• **MaaS Connector & Orchestrator / Roaming Manager**
  - supporting orchestration of all IMOVE Software Enablers, enabling interoperability between different MaaS platforms and supporting roaming scenarios
IMOVEL – Software Enablers and reference architecture

• **IMOVEL B2B API**
  - enabling (1) **interoperability with external systems** (travel planners, multimodal Apps, etc.) and (2) application development
IMOVE data exchange and interoperability framework

• Identify the opportunities and barriers for data sharing across all MaaS actors, in the IMOVE Living Labs and beyond

• Define the necessary interfaces and data translators between MaaS actors: the IMOVE B2B API to
  - support 3rd party applications and application development
  - enable interoperability between MaaS schemes ➔ roaming of user (traveler) mobility portfolio across MaaS services

• Analyze user mobility patterns so as to understand customer expectations, study behavior changing strategies and identify further business potential for MaaS actors
Developing MaaS services in IMOVE Living Labs

- Developing and Testing Business Models
- Identifying Key Stakeholders
- Designing Sustainable MaaS Services
- Engaging Key Stakeholders
- Mapping and Analysing Ecosystem Actors
- Creating a Living Lab Vision

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IMOVOE – an open project

- **Open Call**
  - integration of a 5th Living Lab; ideally, looking for a large number of candidate sites

- **Ideathons**
  - co-organised by UITP and their Y4PT Foundation
  - cooperation with local events at LLs

- **Innovation Pathfinders**
  - identification (via a public ‘call for application’) and exchanges with additional external sites and organisations engaged in MaaS development; intended to complement transferability analysis

- **Open access to research data (Research Data Pilot)**
  - open access to (part of) research data collected in IMOVOE Living Labs
Thank You!

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