

# Unlocking scalability of MaaS schemes in European Cities

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UITP, International Association of Public Transport

Connected Smart Cities Conference 2018

Smart Mobility: Getting there



UNLOCKING LARGE-SCALE ACCESS  
TO COMBINED MOBILITY THROUGH  
A EUROPEAN MAAS NETWORK

11/01/2018

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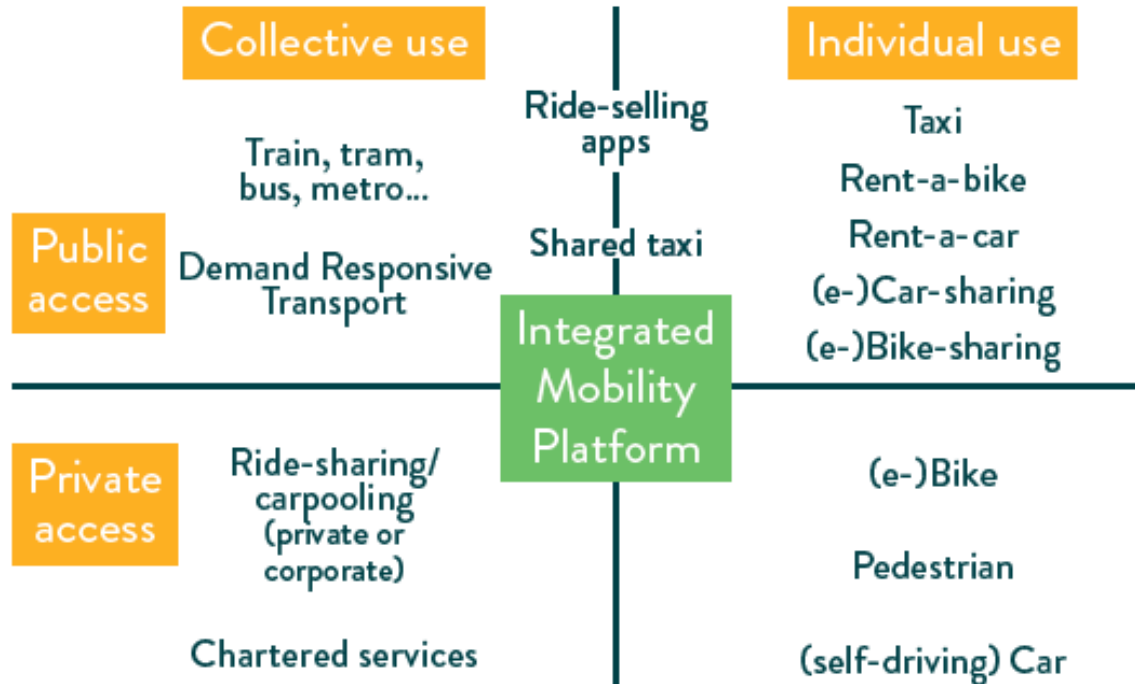
I simply want to move. I want to move simply



Project funded by the European Union's Horizon 2020  
Research and Innovation Programme (2014 – 2020).  
EC Grant Agreement no. 723314



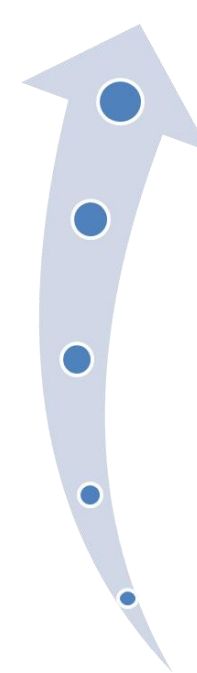
# What is MaaS?



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## INTEGRATION IS THE KEYWORD

### Levels of integration



Source **UbiGo** URBAN MOBILITY

*Next Challenge!*

**UbiGo**  
whim

HANNOVERmobil

smi)e einfach mobil

moovit

Qixxit  
Einfach. Unterwegs.

Google

TRANSPORT FOR LONDON

lyft

Hertz

sunfleet

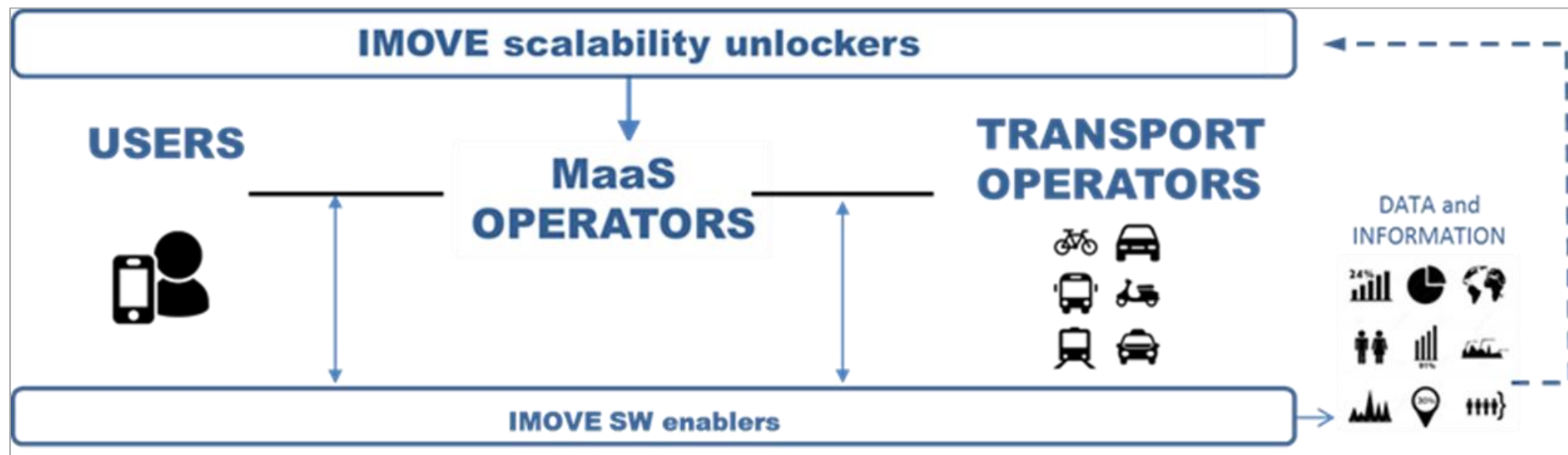
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# IMOVE – Overall goal and approach

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

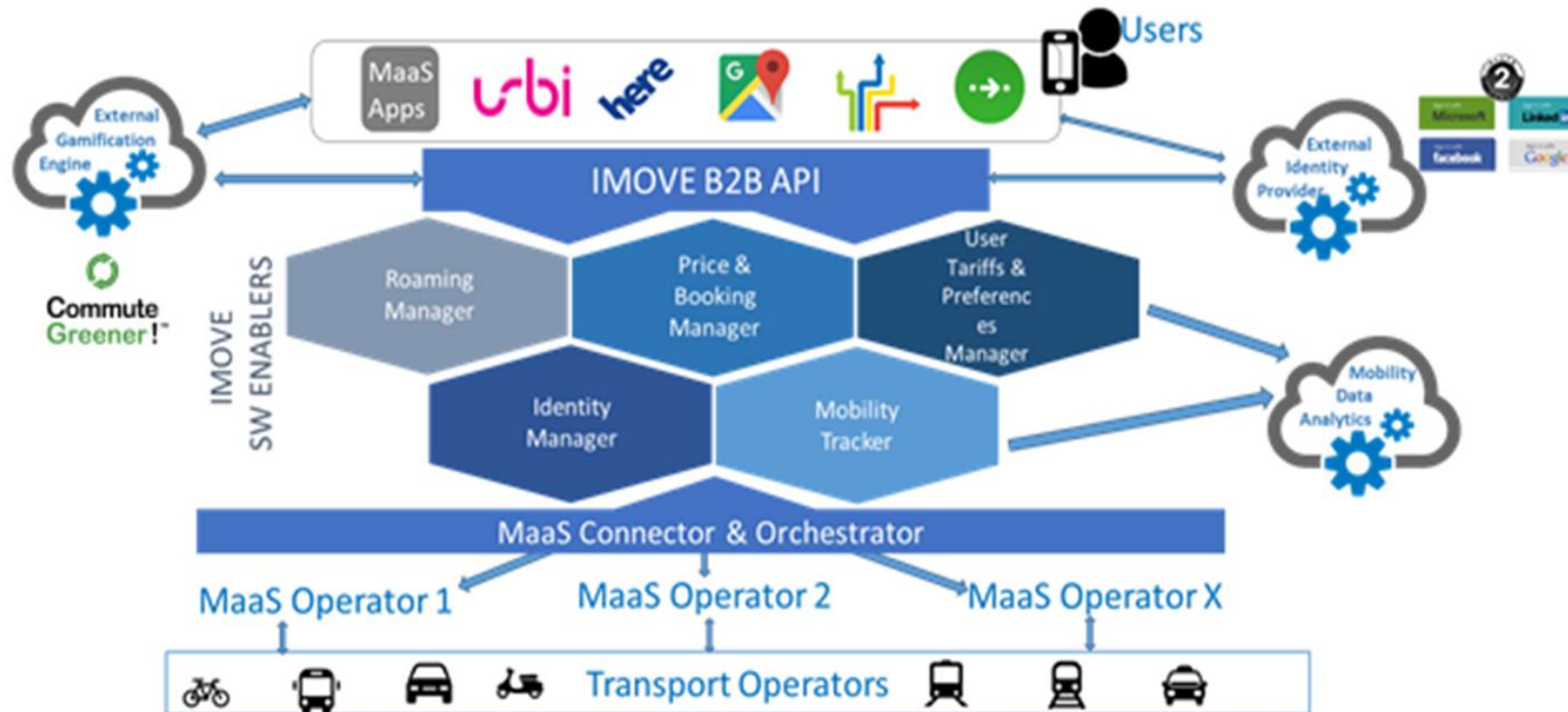
- **Identity Manager**
  - how to enable identity sharing and access across different MaaS operators and other external services
- **User Tariffs & Preferences Manager / Price & Booking Manager**
  - how to enhance user profiling, preferences management, booking and personalised service offerings
- **Mobility 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



# IMOVE – Software Enablers and reference architecture

- **IMOVE B2B API**

- enabling (1) interoperability with external systems (travel planners, multimodal Apps, etc.) and (2) application development



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# 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





# IMOVE – Pilot Living Labs



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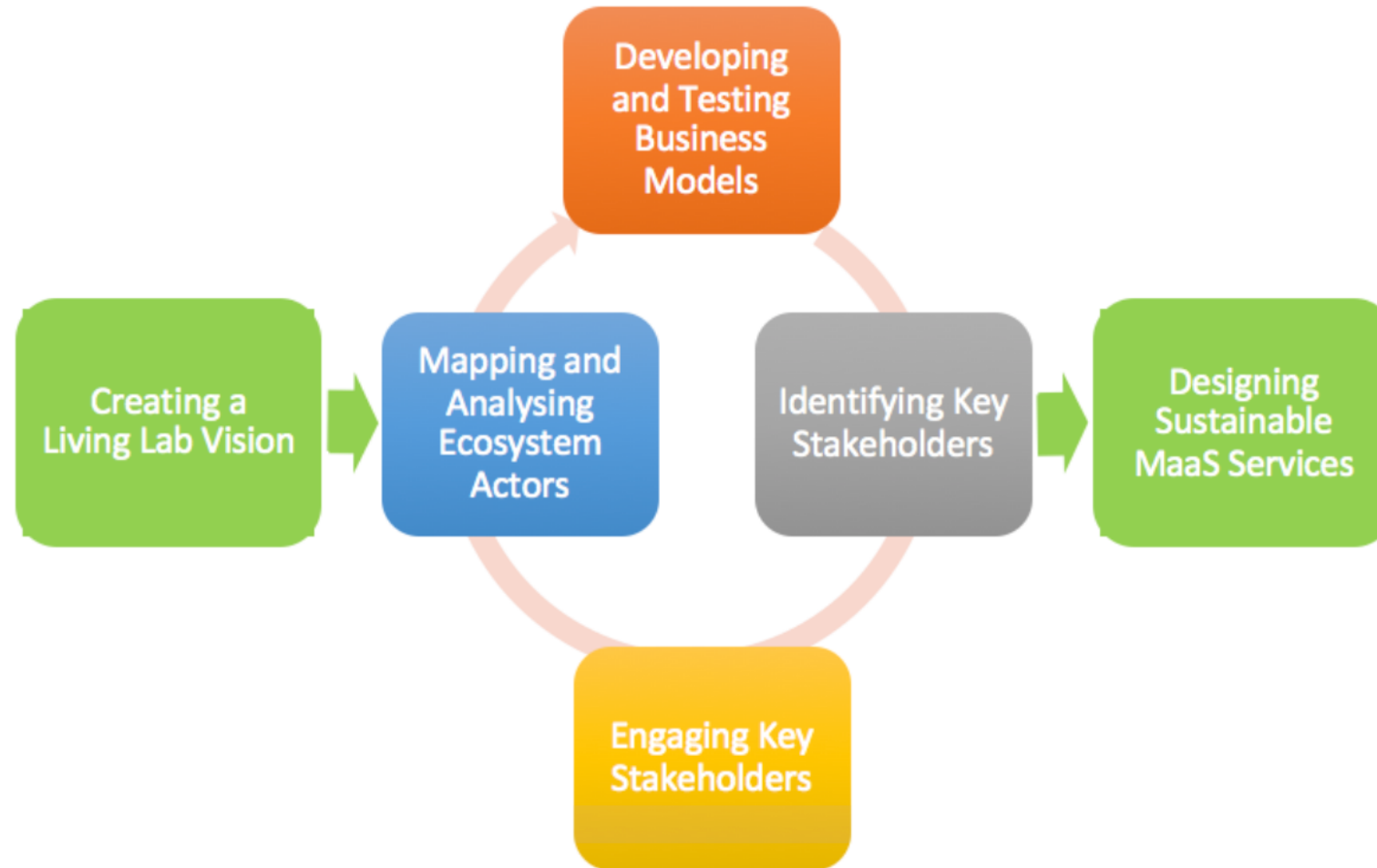
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# Developing MaaS services in IMOVE Living Labs





# IMOVE – 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 IMOVE Living Labs

# Thank You!

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#H2020\_IMOVE



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