

Project name:	MaaS all-hands meeting
Date:	19 February 2020
Notes:	Kurt Marquet & Peter Van der Perre
Location:	Den Bell Antwerp

Name	Organisation	Present
<i>Participants list attached</i>		

Agenda

1. Welcome by host - feedback European MaaS Alliance, Antwerp (*city of Antwerp*)
2. 360° (*ITS.be*)

Regulatory framework

3. Update MaaS policy in Brussels (*Martin Lefrancq, Brussels Mobility*)
4. New Flemish MaaS regulatory framework (*Tom Geerts, Department MOW*)

Pilots

5. Vision on MaaS & pilot 2020 (*Joke Beel, MIVB/STIB*)
6. Update on Dutch MaaS pilots (*Paul Haarman, Tranzer & Thijs Muizelaar Innovactory*)

Harmonisation

7. Results OSLO MaaS-standard (*Dimitri Schepers, Informatie Vlaanderen*)
8. Road signs for shared mobility (*Amandine Delacroix, SNCB*)
9. Open discussion & AOB

Notes & decisions

1. Stijn Vernailen, MaaS specialist at the city of Antwerp, welcomes all participants and gives an overview of current MaaS-developments in Antwerp and concludes the MaaS-meetings on EU level which took place on Monday & Tuesday.
2. Peter Van der Perre gives a short presentation on the most important MaaS-opportunities/breakthroughs in recent weeks/months (since last MaaS all-hands meeting beginning of December 2019) ([see presentation](#)).
3. Martin Lefrancq gives an update on the MaaS policy framework in Brussels capital region. The latest document can be found here: [NL](#) / [FR](#) (or see [his presentation](#)).
4. Tom Geerts (formerly at De Lijn – now Dep MOW) explains how he and Paul Theyskens will start to build the Flemish regulatory framework for MaaS. It will be a participative framework where PTO's, mobility providers, knowledge institutions, start-ups... co-create. So it will not be a law but a dynamic framework. It will also be cross-border aligned and benchmarked with other regions and countries. In

quarter 3 2020 the first meetings will be picked. You will hear much more about next steps during these MaaS meetings.

Q&A:

- How does this initiative fits in the decree “basisbereikbaarheid” and the tender for the Flemish mobility central? There is a clear distinction of the end goal. Our role is to act as an (neutral) MaaS regulator which defines the set of rules as a starting point;
- Is there a link with the mobility hubs (and the ambition to implement 1000 hubs)? Every city can decide for itself, but it would be big help is the look & feel would be recognizable in all cities. On the Flemish level is De Werkvennootschap responsible for the implementation of these hubs, but the how, what and when still has to be decided.

5.

Joke Beel gives insight in the vision of the MIVB/STIB on MaaS and how the pilot will look like which is foresee beginning of March ([see presentation](#)). MIVB/STIB has chosen for a *disaggregated public MaaS platform*. Arthur D Little defines this as *the scenario in which public-transport APIs are closed to third parties, and a public actor develops an MaaS B2B platform that is open to third parties, thereby allowing several front-end apps to compete in the market, with the possibility of aggregating all public- and private-transport modes. The advantage of this scenario is that it allows market dynamics free rein while providing transport authorities with the ability to set up the appropriate governance to ensure MaaS operators strive for the system optimum. It however requires public funding for development and maintenance of the back-end.* Also often called the Vienna approach.

- At the time of writing these minutes, the pilot was already launched. More information can be found here: <https://maas.mivb.brussels/>

The pilot will be launched on 2 March in search of 2000 end-users. The pilot will start end of April and will last 6 months.

Q&A:

- Why did you only select a few shared mobility providers (2 bikes, 2 kick scooters...). This is a first step for the pilot but in the end it will be open to all;
- Which private MaaS provider is chosen for the pilot? Instant systems, also active in Paris;
- When will the MIVB/STIB data be published? Work in progress;
- Will you handle a subscription or transaction based business model? We work cost-based without any margin;
- Don't you see the difficulty being an operator on the one hand see and being a MaaS-provider on the other side? We will also work with private MaaS providers;
- How will you involve commuters coming from Flanders and Wallonia? Collaboration needed within the 3 region to encourage the use of the MaaS platform.

6.

Paul Haarman from MaaS-provider Tranzer and Thijs Muizelaar from from MaaS-provider Innovactory give a short update on the Dutch pilots that have been launched a few weeks ago (see presentation [Paul](#) & [Thijs](#)).

7.

Dimitri Schepers gives an update on the OSLO MaaS-standard project, which has been discussed already a few times during these all-hands meetings. The project is almost finished and all MaaS-stakeholders are very welcome to provide final feedback by 19 March at the latest ([see presentation](#)).

8.

During the workshop on license models the 4 PTO's suggested a few new road signs to harmonise the look&feel for road signs related to shared mobility. Amandine Delacroix (SNCB/NMBS) and David Schoenmaekers (SPF Mobility & Transport) give a short update on this topic ([see presentation](#)). People who are interested in discussing or start using these new road signs are very welcome to contact Amandine or David.



9.

Upcoming ITS.be events in 2020 – detailed information & Google calendar/Outlook links in [this brochure](#).

- 18/3 10-12h: Intelligent road user charging Belgian state-of-the art - TBC
- 25/3 PM: ITS.be General Assembly & membership dinner @Liège
- 1/4 10-12h: Third-party payment systems for MaaS @Leuven
- 28/4 10-12h: Lessons learnt from the Finnish Transport Act @Deloitte Zaventem
- 7/5 all day: Technical visit Luxembourg - transferring machines/mobility hubs
- 13/5 10-12h: ITS for pedestrians and cyclists
- 18-20/5 all day: ITS Europe congress Lisbon
- **28/5 14-16h: MaaS all hands meeting**
- 10/6 10-12h: Interoperable ticketing & payment for public transport
- 24/6 10-12h: Supporting end-users via (a market for personalised) mobility advisors and by sharing end-user experiences
- **24/9 all day: Belgian ITS.be congress Bluepoint Brussels**
- 4-8/10 all day: World ITS congress Los Angeles
- 21/10 10-12h: Towards a common C-ITS profile
- 18/11 10-12h: Harmonisation of electromobility information & payment
- **3/12 14-16h: MaaS all hands meeting @Dep MOW Flanders**
- 16/12 10-12h: Towards common MaaS APIs - Need for a competence center

Participants list:

First name	Last name	Function	Organisation
Amélie	Cardyn	Business group leader	Agoria
Chris	De Guytenaer	Founder	Battmobiel
Hans	Van Winckel	Strategy director	Be-Mobile
Anne	Coppens	Innovation manager	Blue Mobility
Martin	Lefrancq	Smart mobility coordinator	Brussels Mobility
Griet	Similon	Projectmanager strategie	De Lijn
Frank	Vanden Bulcke	Mobiliteitsmanager	De Werkvennootschap
Stijn	Vandeweyer	Director	Deloitte
Tom	Geerts	Project manager	Departement MOW
Paul	Theyskens	ecosystem developer	Departement MOW
Marien	Jomier	Operation manager	Dott
Diégo	Eggermont	Collaborateur indépendant	Espaces Mobilités
Heykel	Boulares		Europ Assistance Belgium
Ivan	Cornette	sales & marketing director	Europ Assistance Belgium
Johan	Vandenbroucke	Network manager	Europ Assistance Belgium
Floriane	Hernalsteens	Digital transformation & AI manager	Europ Assistance Belgium
Jan	Van Heel	Chief marketing	Europ Assistance Belgium
Geert	Vanderstukken	consultant	Govoit
Dimitri	Schepers	Technology consultant	Informatie Vlaanderen
Xavier	Girard	Delivery manager & smart city expert	Ingestic
Thijs	Muizelaar	Business development manager	Innovactory
Peter	Van der Perre	Director	ITS.be
Kurt	Marquet	Business development manager	ITS.be
Manuel	Noirfalise	Head of customer experience	Jeasy
Jan	Vanderhoeven	senior government relations manager	Lime
Tim	De Ceunynck	Project manager	LRM
Joke	Beel	Program manager MaaS	MIVB/STIB
Hans	De Mondt	Chief product officer	Mobly
Magdalena	Ludwiczak	junior product owner	Mobly
Julia	Alekseeva	Lead UX/UI designer	Mobly
Niel	Vandervelde	Sales representative	Modalizy
Marc	Breugem	Director sales	Monotch
Amandine	Delacroix	Marketing project manager	NMBS/SNCB
Pierre	Maere		ODIQ
Wim	Illiano	CEO	Optimile



Michel	Everard de Harzir	Mobility specialist	Q8
Hans	De Ruyscher	Business development manager	Siemens Mobility
David	Schoenmaekers	ITS responsible	SPF Mobility & Transport
Christian	Deleener	Sr business development manager	Spie
Stijn	Vernaillen	MaaS specialist	Stad Antwerpen
Tim	Asperges	Adviseur mobiliteit	Stad Leuven
Frederik	Van den Bossche	Project manager	The New Drive
Philippe	Leeman	Director strategy	Touring
Paul	Haarman	Busdev manager	Tranzer