

# Agenda



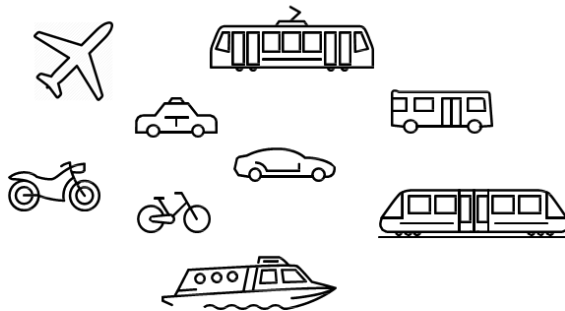
1. Who is who
2. MaaS and need for a MaaS Alliance
3. Example of MaaS Experiences
4. First examples of expectations
  - » MaaS perspective
  - » City perspective
5. Open discussion and next steps

# What is MaaS



*Mobility as a Service is integrating seamless end-to-end trip planning, booking, electronic ticketing, and payment services across all modes of transportation, public or private.*

WHAT IF THE EXISTING MOBILITY OFFER IS PUT TOGETHER ...



... AND ADAPTED TO YOUR PERSONAL NEEDS?



# Stakeholders



- MaaS providers
- Mobility providers
- Authorities
- Technology providers
- Knowledge centres
- End users

# Key enablers



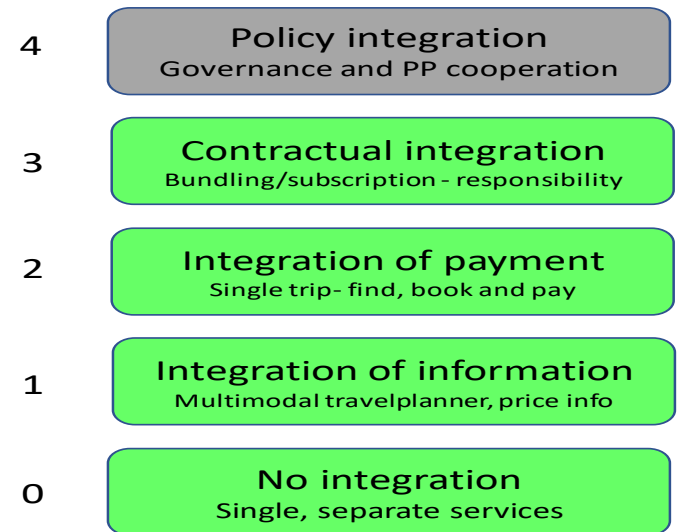
- End-user awareness
  - » eg by common position paper/press actions, by organising end-user experiences ...
- Market development
  - » eg role of and support for private MaaS providers ...
- Legal and fiscal enablers
  - » eg mobility budget
- Technical enablers
  - » eg access to data, ticketing and payment

# MaaS Alliance

- Forum for exchange of emerging MaaS best practice
- Focused on realising enablers, eg
  - » Promoting organisation and exchange of “MaaS Experiences”
- Open to all stakeholders



MaaS - levels of integration  
(Drive Sweden)



# Examples of issues



2018	End-user awareness	Market development	Legal and fiscal enablers	Technical enablers
<b>Actions</b>	<p>common position paper</p> <p>Promotion of MaaS experiences - directly - via “marketplaces for mobility”</p> <p>policy support for carpooling</p> <p>common approach to P+R</p> <p>...</p>	<p>business models - commissions best practice</p> <p>“in-vehicle access for third-party services”</p> <p>...</p>	<p>‘real’ mobility budget - identify obstacles</p> <p>Finnish MaaS legislation example for Europe?</p> <p>...</p>	<p>common approach to open data</p> <p>access to data and ticketing</p> <p>regional/national access points</p> <p>...</p>

# Examples of end user experiences



# Examples of expectations





# Open discussion and next steps

