Connected Smart Cities: The foundation for MaaS?

Paul Kompfner
ERTICO – ITS Europe

MaaS Alliance AISBL Secretariat | Avenue Louise 326 B-1050 Brussels
Tel : +32 (2) 400 07 00 | e-mail: info@maas-alliance.eu
www.maas-alliance.eu

A definition of MaaS

"The __integration__ of various transport services into a __single mobility service__ accessible __on demand__ and with a __single payment__"

What goes on in MaaS?

MaaS role	MaaS processes	MaaS value

MaaS processes: Individual · Employee · Business

Customer

Service request → Demand information

MaaS provider

Consolidate demand
Optimise vehicles & routeing
Order transport → User service

Transport operators

Adapt & supply transport ← Supply information
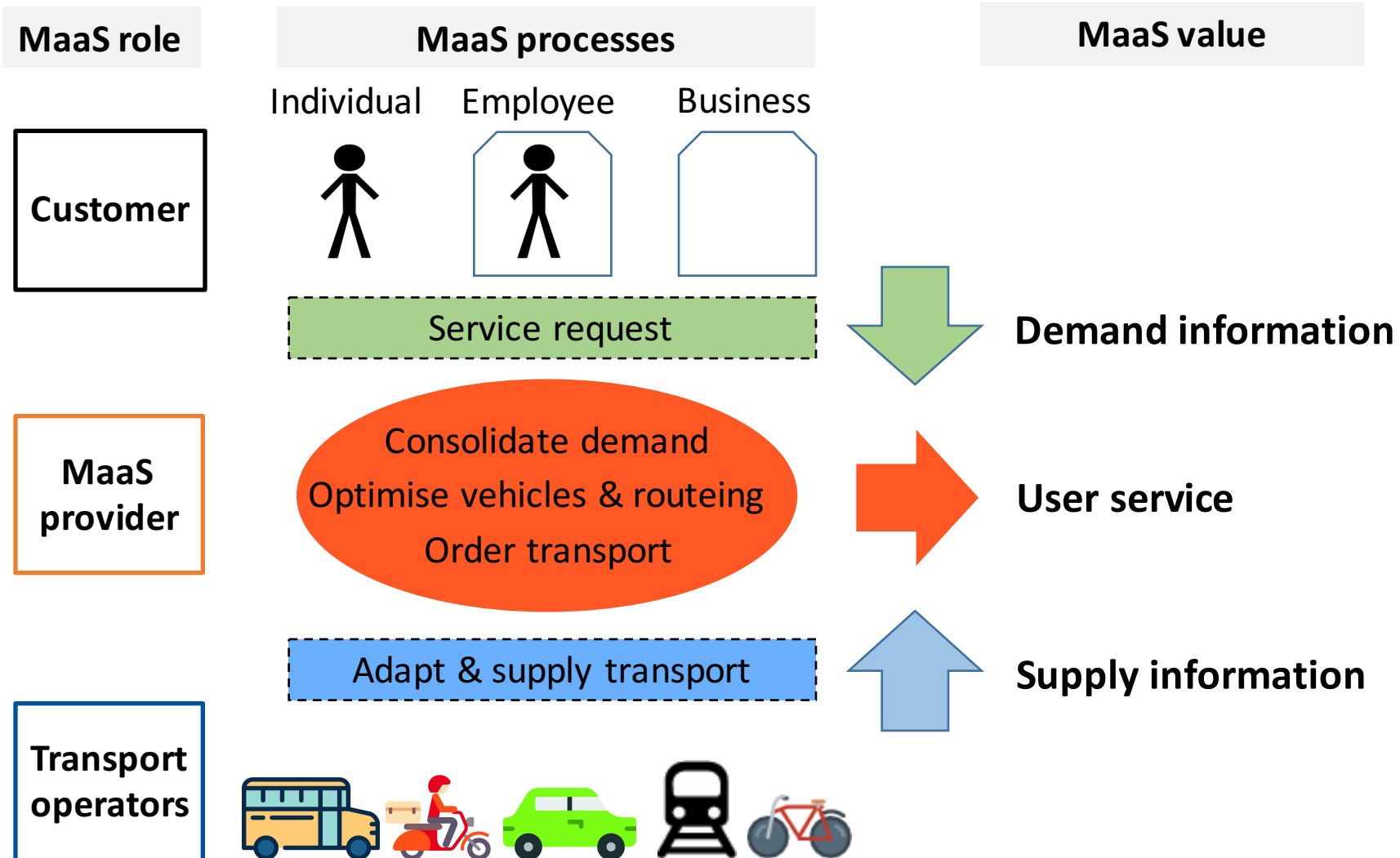
Key Principles for MaaS Alliance

- Open single-market and user-centric approach
- Stimulate partnership amongst authorities, operators, service providers
- Remove barriers (organizational, regulatory, technical…) to stimulate competition and facilitate full deployment
- Convergence of public policy goals & business opportunities

Work areas

- **Single market:** freedoms and opportunities for MaaS providers, transport operators, customers; fair competition; interoperability guidelines

- **End users:** needs, rights, protections, benefits, social inclusion, sustainability

- **Legal & incentives**: remove barriers, propose regulatory framework (EU, national, local) & identify incentives to support business model and user acceptance

- **Technical**: standards, data security & protection

Activity channels

I. MaaS Requirements: *Define requirements for deployment (Working Groups)*

II. Policy & Networking: *advocacy and networking activities (EU, National, and Industry-facing).*

III. Business: *Define business cases & synergies for collaboration between stakeholders*

IV. Research: *Stimulate take-up of innovation from research community*

V. Communication: *Stimulate interest in MaaS Alliance and share knowledge*

Challenges

- What (and how) does the user really want and will they pay?
- How much will they pay for the convenience?
- Can the MaaS provider attract all transport providers?
- Can the MaaS provider orchestrate the transport services and offer a reliable on-demand service to the user?
- What will be the relationship between the MaaS provider and the city authorities?
- What standards are needed to put this all together?

Thank you!

p.kompfner@mail.ertico.com

info@maas-alliance.eu | www.maas-alliance.eu | @MaaS_Alliance