5TH MOBILITY AS A SERVICE SUMMIT:
SUSTAINABLE MOBILITY AS A SERVICE
8 OCT 2019

Summit Report

The 5th Mobility as a Service Summit, co-organised by the Finnish Ministry of Transport and Communications, the European Commission and the MaaS Alliance, was held in Helsinki, on 8 October 2019, in conjunction with the Digital Transport Days (7-9 October 2019). Upon invitation, 90 decision-makers and leading experts from the European Commission, European Union Member States and international MaaS community joined the meeting. This year the Summit focused on **sustainable mobility and MaaS,** converging especially on the environmental impacts of mobility and climate change mitigation but also covering other pillars of sustainability, such as economic and social aspects. This high-level summit brought fresh ideas and inputs to discussion around MaaS by bridging actors from local, national, EU and global level to endorse the sustainability in MaaS context.

The event was opened by the Finnish Minister of Transport and Communications, Ms Sanna Marin and European Commissioner for Transport and Mobility, Ms Violeta Bulc. Minister Marin emphasised the transport sectors' role in tackling climate change as well as the importance of considering all aspects of sustainability: social, ecological and economical. She mentioned the concept of circular economy as an example of sustainable development that has similarities with MaaS: "From a MaaS perspective, an empty seat is a wasted resource that could be used more efficiently." Minister Marin stressed the importance of cooperation on all levels. "I believe that MaaS can be a powerful tool for us to use in developing smart connections that create sustainable growth," she stated and reminded participants to use this tool to solve societal issues and not to cause them.

Commissioner Violeta Bulc highlighted the urgent need to decarbonise our transport system and invited communities to use MaaS to democratise mobility. She mentioned that the decoupling of transport layers (infrastructure, data, services, applications, networks), while ensuring the collaboration with all stakeholders, is one of the key enablers. She also underlined the need for clear, transparent and fair rules for accessWhen thanked for her support by the President of the MaaS Alliance, CEO of ERTICO, Mr Jacob Bangsgaard, on behalf of the whole MaaS community, she reacted "If I can do it, you can do it". She wished best of luck and courage for the further visionary actions to ensure that Europe maintains its global leadership in MaaS and unlocks its full benefits to create benefits for people, societies and the planet.

The Summit programme included keynote speeches and roundtable discussions involving all participants, touching the topical questions of the MaaS developments. Ms Maya Ben Dror from World Economic Forum delivered a motivating speech on how sustainability and public-private partnership can boost businesses. She said that the technology is a great tool to achieve efficiency increase, CO2 emissions decrease and cost savings. However, the comprehensive vision of shared, electric and automated mobility technologies has to be applied in a coordinated way. Ms Krista Huhtala-Jenks from MaaS Global emphasised the need for political and cross-sectoral consensus of vision of mobility system where user has a freedom of choice. Mr Jari Kauppila from International Transport Forum presented different scenarios for the development of passenger-kilometres and CO2 emissions and called for managed disruption, powered by public transport, shared mobility and full MaaS integration.

The second part of the Summit was convened as six parallel roundtable discussions led by Mr Sergio Fernandez (EMT Madrid), Mr David Schoenmaekers (FPS Mobility and Transport), Ms Maria Rautavirta, (MINTC), Ms Isabelle Vandoorne (EC), Pekka Möttö (Kyyti Group) and Mr Jacek Woźnikowski (Metropolia GZM).

Embracing public transport as a backbone of MaaS

In order to make sure that public transport will be the backbone for Mobility as a Service, MaaS should be financially attractive option for public transport operators. So the key question was "how to plan MaaS scheme which is profitable for public transport operators?". The attendees agreed that MaaS can support both components of profitability; it reduces costs of public transport (providing new tools to optimise the capacity) but it also contributes to better revenue making possibilities. There was discussion about the need for public intervention. Attendees agreed that regulation is a good tool in setting the same rules for all, however we have to bear in mind that all cities / operators don't have same capabilities. On the other hand, it was stated that regulators should not determine "how" but indicate the desired end result. Both public and private partners need legal clarity and clearly indicated political vision to make sure that there is a return of investments and adoption of new strategies. The need to maintain the healthy equilibrium of public and private operators was once again called for; this can be support by smart regulation or by creating code of conducts. At all levels, result and evidence-based actions should be given a priority. Participants also reminded that the status quo is not an option as the transport system has failed for decades in its efforts to reduce its environmental impacts.

Setting the incentives right

The discussion on setting incentives right revolved around the topics of pricing and regulation as well as the role of subsidies. The most well-regarded pricing mechanisms, such as congestion pricing, are still not widely implemented. Citizens need sustainable alternatives for private cars and often this means subsidizing other forms of transport, especially in areas that are poorly connected.

The importance of developing mobility hubs and regulating monopolies were also discussed. This was also linked to data sharing and data ownership, as it is important that relevant data is accessible by both the private and the public sector. Regulation, both at national and at EU level, should be more agile and provide the right incentives, and provide a more level playing field in the future. This is true for both national and EU legislations. The role of governments was seen as an enabler rather than an active participant in the market.

Creating Circular Data Economy – What MaaS can feed back to the transport system?

"If data is fuel of MaaS, how to refine it?"

There is already data available from the transport and other sectors, but more is needed. New data sources and sets, including real time meteorological information, telecom sector, digital transport infrastructure, occupancy level of private and public transport services and logistics sector, were mentioned. With this data, it would be possible to improve the efficiency and service level of MaaS and whole transport system. Data, especially dynamic data, should flow through open API's from government to businesses and back, so it would benefit the customer as end result. Attention should be given to accuracy and comparability of data.

It was pointed out that current data sets might have been collected for needs that are outdated. If we want to change the system, we might need to change the way we gather data. On the other hand, data collected previously can still be beneficial today and tomorrow, if used more efficiently. Data collection today tends to be patchwork with different datasets. It was suggested that a more comprehensive data layer is needed to improve the situation.

In addition, ownership of data was addressed, as well the question on whether we should actually talk about ownership or just access or right to use data. Indeed GDPR should be respected, but also use the possibilities it allows for data portability and re-usage. Some usage cases could be based on user's consent, some more specified can base on legislation, for example to improve safety. One proposed grouping for different types of data to be used in different purposes was 1) user owned personalised

data, 2) data used in special cases, such as safety related issues, 3) anonymous aggregated data. Anonymous data regarding traffic, locations of schools and hospitals with information about the occupancy level could be used to nudge users and optimise transport network and services from MaaS perspective. Low hanging fruits should be collected with pilots, so those could be scaled up and spread the experiences. In addition, data should be used to support behavioural change towards sustainability. This could be piloted with planned events with high interest such as concerts and sports events. Understanding the needs of communities, interest groups and their habits could be valuable data source in nudging the behavioural change towards sustainable MaaS.

MaaS for all - How can we make MaaS affordable and to serve all?

The roundtable discussion looked into the need to strike a balance between interests of all, business and public interest. There was a clear understanding that the market would not be able, alone, to achieve this objective.

Several challenges, to ensure that MaaS can serve all, were addressed; these includes the engagement of citizens in the MaaS governance; the need to address the lack of connectivity between rural and urban environments as well as the need to bring solutions for commuters; and the need for efficient shared social transport services. Finally, the question whether passenger rights are fit for the mobility platform economy was debated and, making a parallel with consumers' rights, whether being able to make an informed choice, ensured by transparency rules, is not the most important right. Overall, how MaaS can be inclusive by design turned out to be the biggest challenge.

The debate touched upon the guidelines needed by both private and public stakeholders to measure MaaS "readiness and neutrality" (transparency, non-discriminatory, cooperative, open) of platforms. Finally, there is a need to support SMEs and public transport to create or open their data, and to make sure that MaaS services are interoperable across the EU. The European Commission should look at the work of Digital Transport and Logistics Forum to ensure an open MaaS ecosystem.

MaaS for Rural areas

"MaaS in rural environments is a completely different animal than MaaS in urban environments"

Since often there are no many existing services to combine in the rural areas, the traditional MaaS definition is not accurate. MaaS in rural areas should be understood as something that supports the development of more innovating mobility solutions and the provision of application-based digitalised transport services.

Participants agreed that the current transport system in rural areas, based on the use of private cars and public transport, is not sustainable in terms of social equality. Although people living in rural areas should not expect to have the same service level than the people in the cities, the sufficient service level should be ensured by the public sector. In addition, the ecological sustainability suffers because a private car is the most convenient way to move in rural areas as the typical car-related inconveniences (e.g. search for parking) does not appear.

Traditional public transport relies on two aspects: fixed timetables and routes, which is not an efficient way of moving in areas where the distance to the nearest station can be several kilometres. In addition, when the number of users is decreasing, transport services become unsustainable, from the economical point of view. Therefore, the future of public transport in rural areas should rely on on-demand services with a more capacity-optimised fleets. Legislation enabling the provision of peer-to-peer car-sharing or transport services should be considered. This path would require that consumer rights and insurance products are updated, improving the trust in the system.

Participants also agreed that the cities and other public procurement units should observe their procurement processes. As a part of the solution, participants discussed about the alteration of the current subsidisation system. One participant pointed out that there are already many mobility services running in the sparsely populated areas. However, these services are closed and meant for specific groups such as school and people entitled to rides based on their social or healthcare entitlement. These

services could be opened to everybody, which could bring more customers to the service providers and increase the system level efficiency.

The group discussed whether there should be a legislative obligation for the public sector to ensure a minimum viable public transport service. The majority of the table were against the strict regulatory measures forcing any entity to ensure certain service level in rural areas.

MaaS – tool for cities

During the discussion, participants initially considered MaaS as a way to change mobility behaviours. Since "an app doesn't move people", it is crucial to first, build the infrastructure, such as bike lanes, and different services, for instance car-sharing, in order to offer alternatives to solo cars for the users. Secondly, local authorities MaaS could engage and convince the different groups, from transport service providers (TSP) to citizens, to adopt MaaS. The participatory approach, for example through Sustainable Urban Mobility Plans processes, can be of great help in this.

A local authority can play different roles; it can be the local regulator as well as the matchmaker among different TSPs and MaaS operators to favour openness and a shift in the mind-set of TSPs from a pure B-to-C to an additional B-to-B approach, putting in place also pricing agreements. In some cases, a public authority could also be the owner and manager of the platform collecting the relevant data. However, this seemed to raise some challenges as some municipal administrations need a more strategic and informed vision and new capabilities regarding the data management, involving technical, organisational, commercial and legal aspects (which data they need, for what purpose and how to handle the huge amount of data that is today available with digitalisation). Also, it is important to distinguish the different types of data coming from the TSPs versus those collected by MaaS operators, which are more focused on the user and their mobility behaviour.

Finally, participants recognised that cities are at the forefront of the MaaS implementation today and as such, top-down approaches do not make sense. Local authorities need rather to be supported through city-to-city cooperation and structured learning processes. In addition a joint work with the national and European institutions could facilitate the building of frameworks and funds to cities to unlock the potential of MaaS.

Conclusions

Mr Herald Ruijters, Director for Investment, Innovative and Sustainable Transport, DG MOVE, European Commission gave his final remarks. He emphasised the need for a level playing field as well as availability and accessibility of accurate and compatible data. He mentioned the revision of the ITS directive could be an idea to improve further the preconditions for MaaS, e.g. to give a push for access to dynamic data. As regards, ticketing and payment systems, and the need to enhance interoperability, there could be a minimum level of governance to ensure fair, reasonable and non-discriminatory access to markets, to be complemented by a code of conduct.

Mr Jacob Bangsgaard concluded the event, thanking both the European Commission and the Finnish Ministry for their support in organising this annual event. Even more he expressed his gratitude in showing their strong thought-leadership in MaaS, helping the whole mobility industry to grasp the potential of digitalisation. He promised that the MaaS Alliance, with its wide international public-private partnership, will actively support the development of better, more sustainable and inclusive services. As next steps, the Alliance will start working on the MaaS Market Playbook, to establish a code of conduct for development of the market, and to create a model to measure and prove the environmental impacts of MaaS.

You can download the presentations below:

- Violeta Bulc, European Commissioner for Transport and Mobility
- Maya Ben Dror, World Economic Forum
- Krista Huhtala-Jenks, MaaS Global
- Jari Kauppila, ITF