Agenda 10-11:3o CET

1. The Past, Present and Future of ITS and MaaS, **Jacob Bangsgaard**
2. Keynote by **MEP Henna Virkkunen**: Twin Green and Digital Transition & MaaS
3. Multimodal Digital Mobility Services in the EU, **Richard Szostak**, DG MOVE, EC
4. Three Perspectives to MaaS:
   - MaaS delivering for Sustainable and Smart Mobility
     Krista Huhtala-Jenks, MaaS Global
   - Optimising mobility via public-private co-operation, ecosystems and data standards, **Eric Mink**, Dutch Ministry of Water Management and Infrastructure
   - Mobility as a Service and Public Transport
     Carme Fabregas, ATM Barcelona (Metropolitan Transport Authority)
5. How MaaS Alliance can help? **Piia Karjalainen**, MaaS Alliance
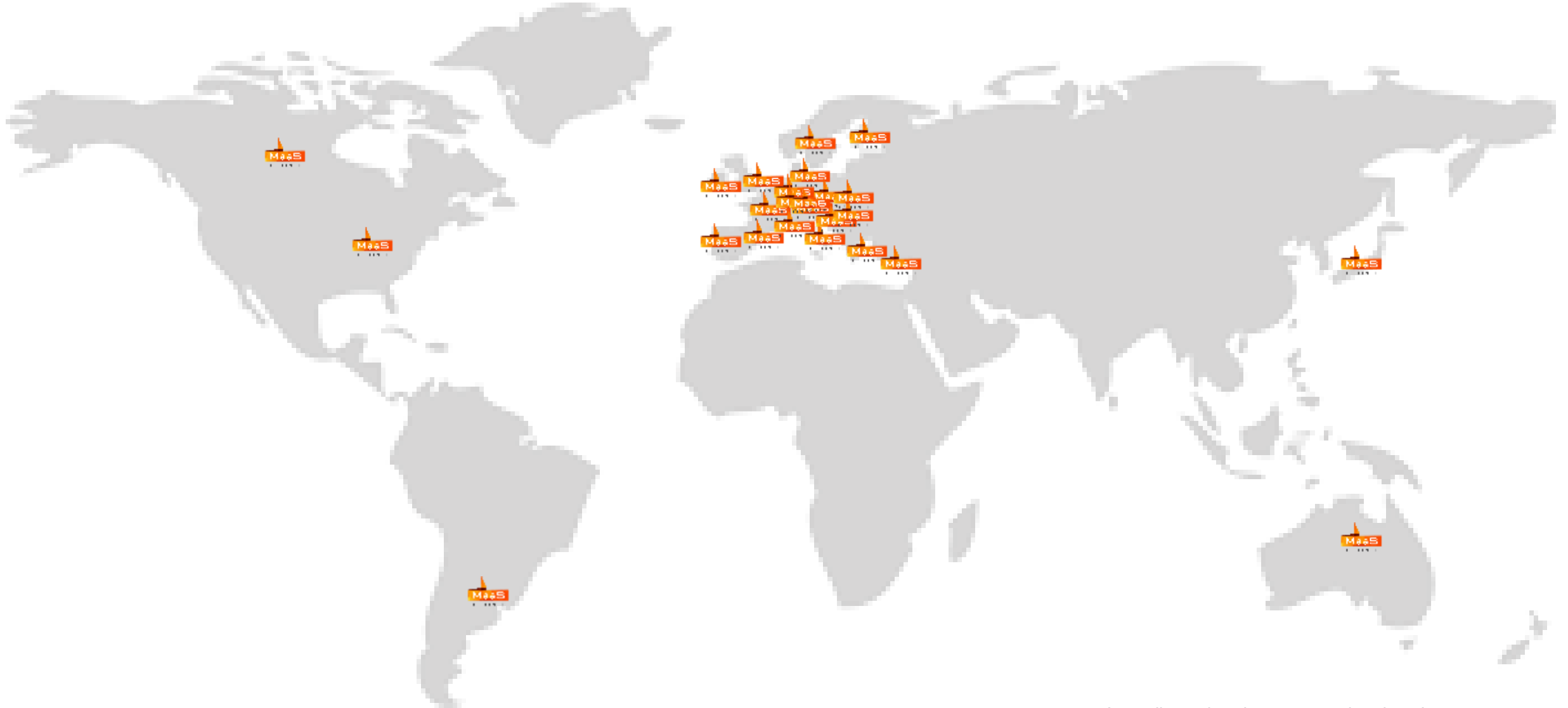
@MaaS_Alliance

"I guess you guys aren't ready for that yet. But your kids are gonna love it!"

MaaS Alliance – Global Public-Private-Partnership

According to headquarters, updated 05 January 2021

The Internet of Mobility - for people and goods

- Connected
- Automated
- Digital
- Multimodal
- Secure

- Electric
- Cross-border
- On demand
- User-centric
- Inclusive

MaaS
- State of the Art

Significant CO2 emission potential and support for favourable modal shift

Digital platforms as a tool to empower user and add transparency

Urban mobility market in Europe is very fragmented – high scalability costs

Limited access to ticket resale is a speedbreaker

By encouraging **desired modal shift:**

- From single-occupancy to shared vehicles / rides

- Better information on active mobility options

- Making multimodal combined trips more predictable, easy and attractive

- Providing better info & access to tourist, to public transport networks, and services

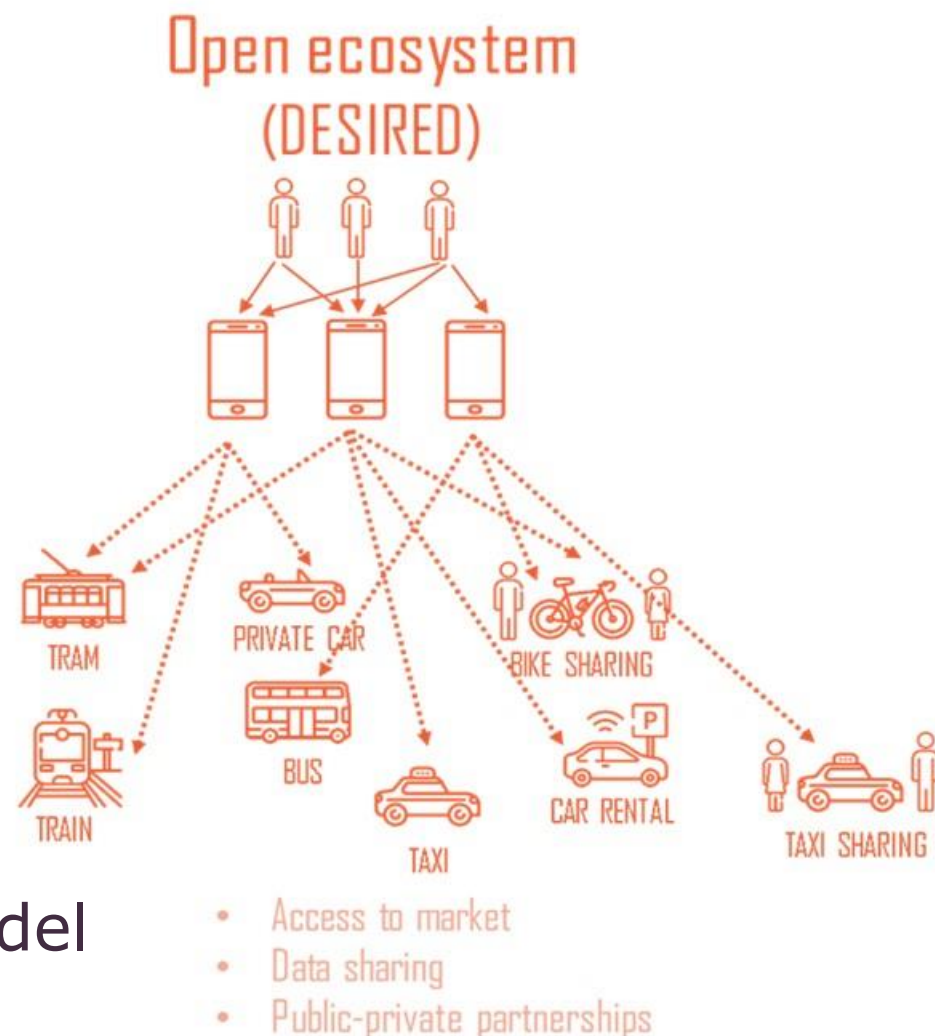## By making **transport network operations more efficient:**

- Less vehicles in urban areas – release urban space - less traffic & congestions related to search of the parking space

- "Fleet effects" (B2B market): Easier to implement measures through agreement with fleet operators

- Data gathered by MaaS app used for predictive traffic management services and network and capacity management

Mechanisms on how MaaS change the world

Regulation to set the framework for open ecosystem to benefit the users

- Creation of **fair COMPETITION**, including access to resale of tickets

- Facilitating **availability of DATA**, creating incentives for data sharing

- Supporting sustainable mobility behaviour and optimised mobility mix with **INCENTIVES**

- Regulation should remain business model and technology **NEUTRAL**

Open ecosystem (DESIRED)

TRAM · PRIVATE CAR · BIKE SHARING · TRAIN · BUS · TAXI · CAR RENTAL · TAXI SHARING

- Access to market
- Data sharing
- Public-private partnerships

How to regulate the emerging MaaS industry?
- Demystifying the policy options

#1:   MaaS requires completely deregulated environment, "Wild West"

FALSE: MaaS benefits from strong regulation, focusing on the impacts and compliance regarding environmental targets, competition law and consumer rights

#2:   MaaS requires completely new regulatory framework

FALSE: regulation can help in creating operational building blocks - data sharing, market access and access to ticket resale; enforcement of the current regulation and avoidance of further market fragmentation are important

#3:   MaaS / platforms bears a risk of monopolistic market development

FALSE: levelling the playing field and supporting the development of open competitive ecosystems and market access mitigate the risk

The MaaS Alliance doing its part

- **Building TRUST** within the sector with business model and technology neutral approach

- Guidance for assessment of **ENVIRONMENTAL IMPACTS**

- Coordination of initiatives towards more **INTEROPERABLE SYSTEM**

- Advocating for **DATA-POSITIVE** regulation, that enables innovations and builds competitive market

Resources

Data:
*[Feedback to Data Strategy](#)

Digital Services:
*[Feedback to Digital Services Act Consultation](#)

ITS Directive and Ticketing:
*[Study on Market Access and Competition Issues](#)
*[Creating functional foundation for the European MaaS model](#)

Green and Digital Transition:
*[Suggestions for legislative and financial measures](#)

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