

SPEAKERS:



FABIEN SAUTHIER
COO
MOTIONTAG



MATTEO ANTONIOLA
BUSINESS STRATEGY MANAGER
5T



STEFANIA PESAVENTO
LEAD CONSULTANT
FACTUAL



BOYD COHEN, PH.D
CEO
IOMOB

ACHIEVING MAAS SUCCESS WITH INCENTIVES FOR USERS WEBINAR



WEDNESDAY
19 OCTOBER



13.00 - 14.00
CET

MODERATOR



SANDRA WITZEL
CMO AND BOARD DIRECTOR
SKEDGO

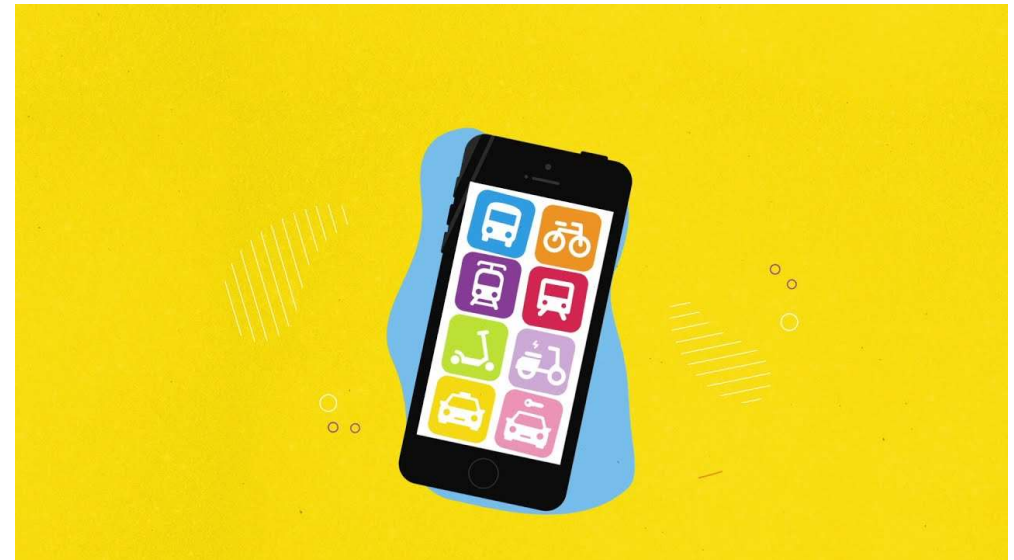
The story of MaaS Incentives in Torino Piemonte

- **Active role** of local administrations (City/Region)
- Design of well-functioning **MaaS ecosystem** with clear roles for MaaS Operators, Transport and Mobility Operators, public government
- Focus on **orchestrating mobility** incentives for users
- **MaaS Pilots** driven by local governments in 2021 and 2022



MaaS Pilots with Incentives – Buoni Mobilità

- **Mobility packages** to travel in Torino with one MaaS app, according to their needs and preference (valued around 150€/month)
- **100 families** not owning a car or scrapping one (152 real users)
- **12-months** (Oct 2021- Oct 2022)

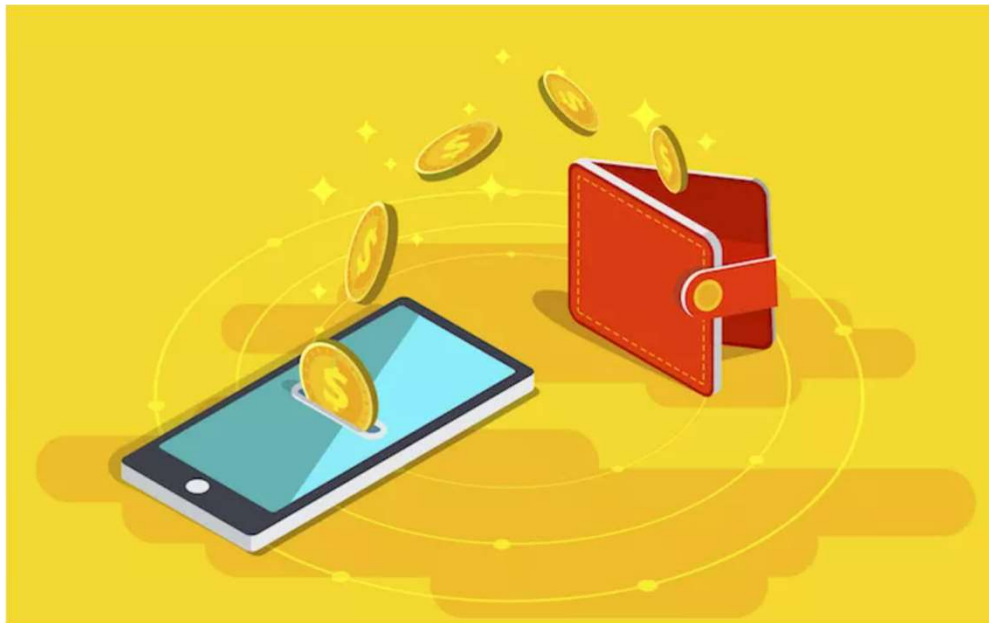


***Personalised, dynamic
and flexible***



MaaS Pilots with Incentives – BIPforMaaS

*Innovative, socially
accepted*



- **Monthly cashback** based on the mobility expenditure of testers, travelling with one single MaaS app (month over month)
- **70 citizens interested** in trying MaaS and willing to pay for
- **5 months** (2022)

Local scaling to national level: MaaS4Italy

ENTI PILOTA

- 3 Cities pilot PNRR - **Milano, Napoli e Roma**
- 3 Cities pilot Supplementary Fund - **Bari, Firenze e Torino**
- 2 Living lab - **Milano e Torino**
- 7 Areas to select in in Q4 2022

MILESTONE

- Q4 2023
- Q1 2024
- Q2 2023
- Q1 2025



BUDGET

€ **57 milioni**

- 40 PNRR
- 17 Fondo Comp. PNRR

- Sperimentazioni in 13 città/territori
- Realizzazione **layer dati nazionale** (DS&SRF)
- Sostegno finanziario** agli operatori di trasporto locale

Key elements of MaaS4Italy

Testing and
evaluating the
DS&SRF

Supporting
freedom of choice
and
**interoperability of
MaaS services**

Avoid monopolies
and protect
competition in the
MaaS market

Supporting
**cooperation and
data exchange**
between actors of
the MaaS
ecosystem

Experimenting
different MaaS
business models

Experiencing the
contribution of
**incentives to the
achievement of
social goals**

**Assessing the
impacts of**
territorial trials



A false dichotomy about MaaS Incentives

Public governance can orchestrate incentives for sustainable mobility

vs

Market players can distribute MaaS incentives to users

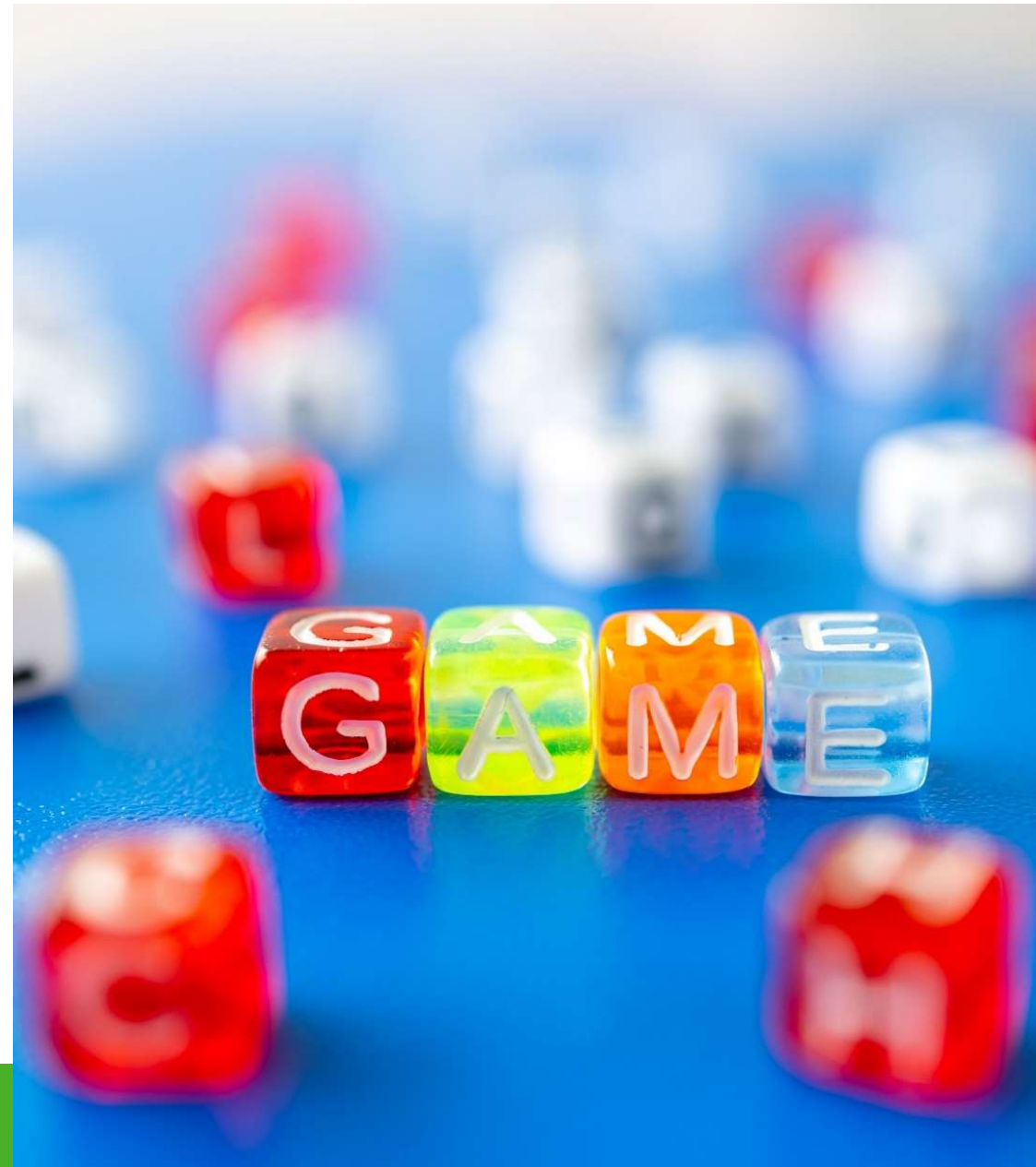
A collaborative approach is possible!



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The way forward to help the MaaS magic happen

1. Creation of a well-functioning **MaaS ecosystem**
2. Design and test of more **sophisticated «MaaS incentives» Policies** for users
3. Implementation of public-owned **tools** to support the **behavioural change** towards the Common Good





LET'S TALK

EMAIL ADDRESS

matteo.antoniola@5t.torino.it

PHONE NUMBER

+39 3486995191

LINKEDIN

[@matteoantoniola](#)



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