

ACHIEVING MAAS SUCCESS WITH INCENTIVES FOR USERS WEBINAR

SPEAKERS:



FABIEN SAUTHIER
COO
MOTIONTAG



MATTEO ANTONIOLA
BUSINESS STRATEGY MANAGER
5T



STEFANIA PESAVENTO
LEAD CONSULTANT
FACTUAL



BOYD COHEN, PH.D
CEO
IOMOB



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

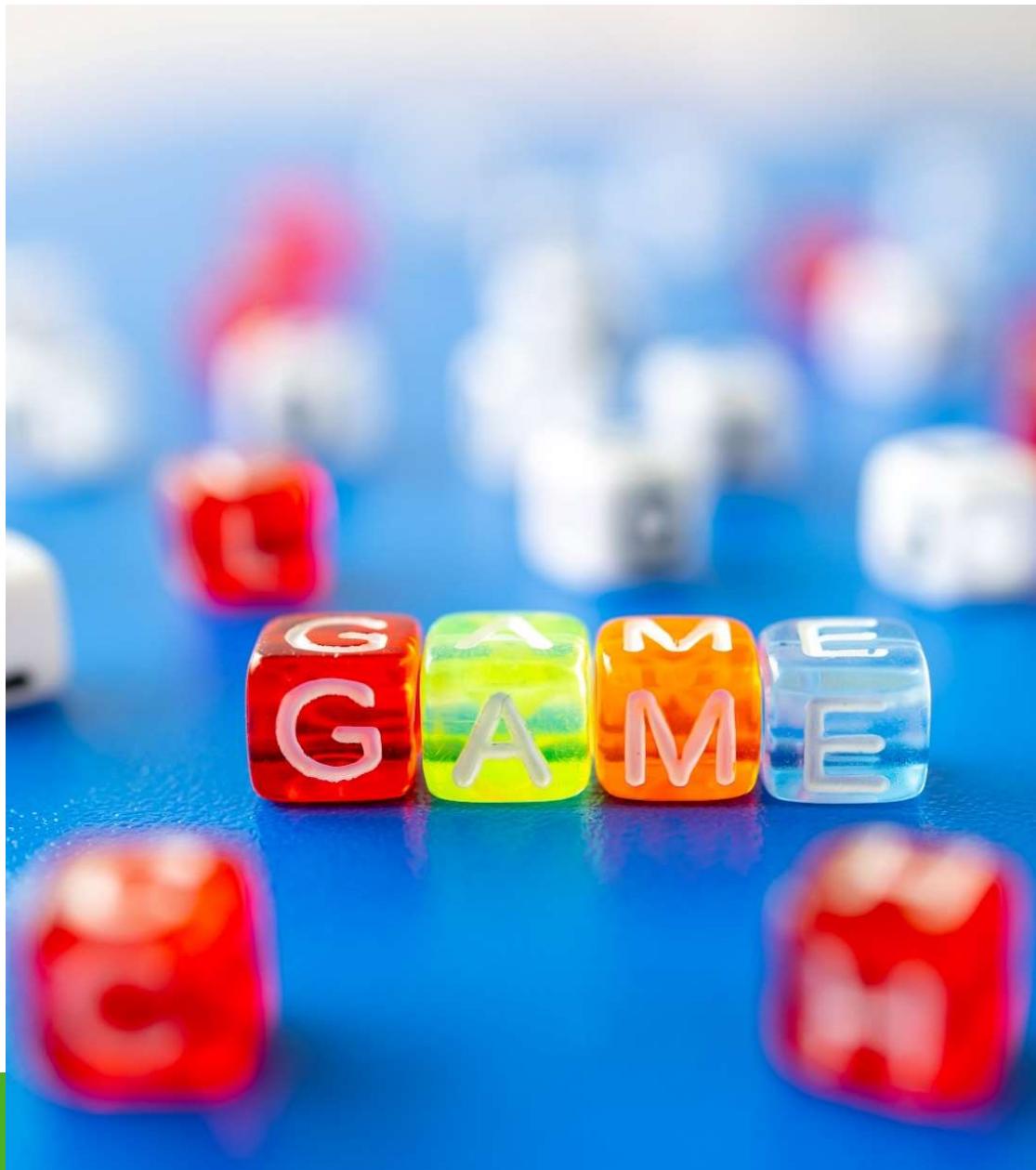
Market players can distribute MaaS incentives to users

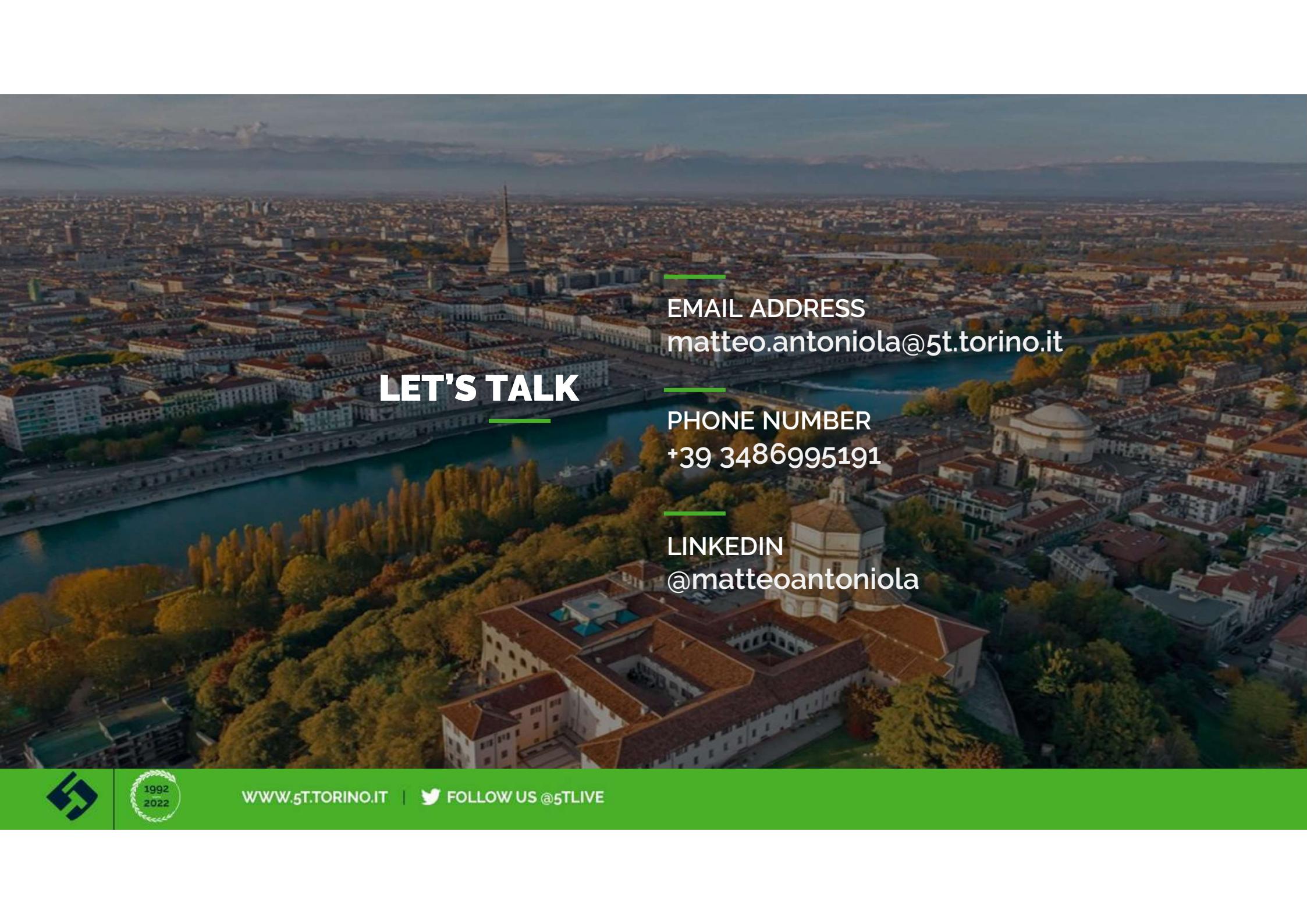
A collaborative approach is possible!



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](https://www.linkedin.com/in/matteoantoniola)

