Mobility as a Service:
State-of-the-Art activities and next steps towards the creation of an innovative MaaS Ecosystem
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For updated information please see:
https://maas-alliance.eu/maas-in-action/
3 dimensions of MaaS

Mobility as a Service

Journey planner
Booking
Ticketing
Real-time information & support

Flexible mixed use of
• Public
• Private
• Shared fleets

Ride sharing, Car sharing, Bike sharing ...

Rental cars

...
Global Mobility as a Service (MaaS) Market Report 2018: market is Expected to Grow to US$ 358.35 Billion by 2025 from US$ 38.76 Billion in 2017
Critical developments

Access to data

Interoperability of services

Connected, automated, service-based and electric ecosystem (CASE)

Public-private partnership
The role of ERTICO partnership in MaaS

- Leading the development for automated MaaS
- Engaging the value chain
- Initiating intercontinental co-operation
- Promoting thought leadership in the MaaS Alliance

ERTICO (2018): Mobility as a Service – from modes to mobility
What do we need MaaS Alliance for?

- Builds an open and sustainable MaaS ecosystem
- Enhances roaming of services
- Provides market insights & MaaS information
- Connects “problem-owners” with solution providers, offers peer support
Towards open MaaS ecosystem

- Access to dynamic high-quality data
  - MaaS Alliance Technology & Standards Working Group
- Harmonised APIs
- Support for open development
  - MaaS Alliance Governance & Business Models Working Group
- Innovative business models, including data sharing
- Right regulation at right place
  - MaaS Alliance Users and Rules Working Group
    - Market access
    - Multimodal & actor-neutral approach
- Transparency
• **Data sharing models in data economy:**
  Voluntarily
  In collaboration
  In reciprocity
  Based on commercial agreement
  Due to regulatory obligation

• **It’s better SHARE than sorry?**
  The data has not to be 100 % correct, as long everyone knows it
  (importance of correct metadata)

• **What data we need for MaaS (or any other services) and what can we feed back to the system to improve traffic management, urban planning etc?**
1. Consider data as the fifth transport mode
   - facilitate the movement
   - ensure security
   - build trusted environment
2. Seek for multimodal approach
3. Ensure level playing field
   - technology neutral & actor agnostics approach
4. Make the assessment from the end user perspective
5. Engage newcomers

Passenger Rights in Multimodal Transport:
Main enablers in open MaaS ecosystem

1. **Access to dynamic, high-quality data**
   - Routes, schedules, availability of fleet, accessibility information, disruptions, …

2. **Access to service provision**
   - Market access for various new mobility services

3. **Access to integration**
   - Technical bottlenecks
     ✓ Harmonised APIs
   - Market bottlenecks
     ✓ Sharing best practises & experiences
What is next?
Thank you for your attention!

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