ITS HELLAS
Intelligent Transport Systems

6th ITS Hellas Virtual Conference 2020

"Intelligent Transport Systems in Greece: Latest developments"

Data and trust as enablers or barriers for the adoption of MaaS

Δεδομένα και εμπιστοσύνη για την υιοθέτηση του MaaS

Akrivi Vivian Kiousi
Senior Research & Business Development Manager,
Head of Transport Lab, RID, INTRASOFT Intl. – Coordinator

INTRASOFT INTERNATIONAL

With the Support of:

European Commission
Representation in Greece

Under the Auspices of:

HELLENIC REPUBLIC
MINISTRY OF INFRASTRUCTURE AND TRANSPORT

HELLENIC REPUBLIC
Ministry of Digital Governance

GSRT
GENERAL SECRETARIAT FOR RESEARCH AND TECHNOLOGY

HELLENIC INSTITUTE OF TRANSPORTATION ENGINEERS

ESEE
HELLENIC CONFEDERATION OF COMMERCE & ENTREPRENEURSHIP

ΣΕΚΕΕ

ILME
HELLENIC INSTITUTE FOR LOGISTICS MANAGEMENT

ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΕΙΑ ΛΟΓΙΣΤΙΚΗΣ

GREEK COLD STORAGE & LOGISTICS ASSOCIATION

ΟΔΑΕ
HELLENIC FEDERATION OF ROAD TRANSPORT

Field of Study

Mixed-method approach

Qualitative data

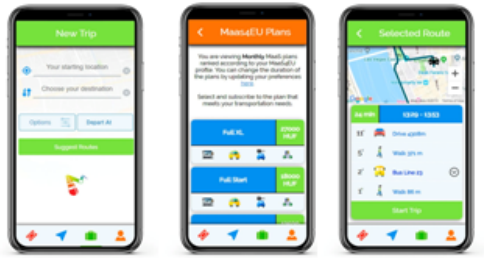
- **Stakeholders**
  - 
  - Workshops & in-depth interviews
- **End users**
  - 
  - Focus groups

Stakeholders' viewpoints + **Challenges and opportunities in each area**

Quantitative data

End users

- 

  Questionnaire surveys
- 
  MaaS pilots

Preferences, attitudes, choices of users regarding MaaS

Actual choices regarding MaaS

Business

Challenges & Lessons Learned

- Establishing communication channels with MSPs takes time
  - New concept | Hypothetical and not concrete business models | Competition among MSPs
- Agreements with MSPs are very challenging
  - Need for clear and specific business models & clear incentives for the MSPs
  - Reluctance to devote resources with low return
  - Financial side and profit
- Data sharing agreement betweeen the MO and the MSP is critical
  - Reluctance to share data
  - data is part of the MSP's business intelligence and future development
- Value of co-creation among MSP who offer different services to create synergies
- Importance of clear goals and alignment with policy

Technology & Data

Challenges & Lessons Learned

- Several operators do not have the APIs needed to integrate to a MaaS platform
- MSPs are reluctant to share access to APIs even if these are available
- Payment systems – MSPs wanted to be in control of this (despite existing technology)
- Paper ticketing in some modes of transport – be ready to use legacy systems as we transition towards MaaS
- Pilot app
  - Payment was not an option for all modes
  - Still limited integration of services into the app
- Engage early with technology (basis for the rest of the solution)
- Flexibility with regards to implementation of different operators' services - Interoperability (difficulty to get all on board with the same systems)

End Users

Challenges & Lessons Learned

- The benefits of MaaS are difficult to be processed by end users before they use a MaaS service and recruitment is difficult
  - Brand new solution
  - Information and explanation regarding what MaaS is and the potential benefits
  - Too many mobility apps
- Promising concept once it is explained as majority of end users like the idea
- Difficulty in competing with pricing from existing mobility services
  - Initial fears of locked-in to subscription services
- Once they used the MaaS4EU app and had experience they were positive towards using such a service in the future
  - Young professionals who do not own a car are the most popular user group to target
  - Most of those who already own a car or a bike do not find high value in the service

Policy

Challenges & Lessons Learned

- Passenger rights & Liability
- Lack of data availability / APIs (openness/sharing requirements)
- Data interoperability
- Possibility to re-sell tickets in several occasions
- Clear regulation over new modes introduced
- Public authorities should act as bodies overseeing transition to MaaS
- Help organisations to work together to deliver MaaS
- Support open engagement
- Ensure funding reaches the right modes and supports their integration

Policy recommendations

Suggestions to policy makers

- Define what types of data can be gathered by MaaS operators: draw a specific Code of Conduct concerning Data Protection and propose a standard certification in this respect;
- Infrastructural challenges: PT authorities should exploit the available technological developments and support ticketing innovation on their transport networks
- Trust between MaaS actors: MaaS actors should cooperate and compete leveraging co-opetition to create maximum value and promote their businesses. Only if they collaborate, will MaaS potential benefits be delivered to end users and cities.

Policy recommendations

Suggestions to policy makers

- Regulatory barriers: the traditional transport-sector policy and regulatory frameworks should be reviewed and adapted to facilitate MaaS implementation.
- Lack of standardized APIs: Policy makers should establish standards for the data collection, management and sharing so as to support the interoperability of data and APIs feeds.
- Issues of data interoperability, **need for data openness**
- Define what types of data can be gathered by MaaS operators: draw a specific Code of Conduct concerning Data Protection and propose a standard certification in this respect;

Overall Recommendations

Conclusions and recommendations

- **Create Uniform multimodal passenger rights**: regulations can resolve grey areas about obligations and liability, learning from existing MaaS schemes while waiting the forthcoming EC package on protection of passengers in multimodal journeys
- **As part of the Green Deal** to promote the use of multimodal transportation, also seeking stronger collaboration among MaaS operators and a more integrated transport planning approach at the urban level.
  - Benefit from some countries new legislation on Mobility and their sustainable mobility packages to promote MaaS (e.g. France, Belgium)

Thank you!

Any questions?

Akrivi Vivian Kiousi Akrivi.Kiousi@intrasoft-intl.com
Senior Research & Business Development Manager,

Head of Transport Lab, RID, INTRASOFT Intl. – Coordinator

INTRASOFT INTERNATIONAL