

# Developing new user centric mobility services: Past, present and future

**6th ITS Hellas Conference, 14 December 2020**

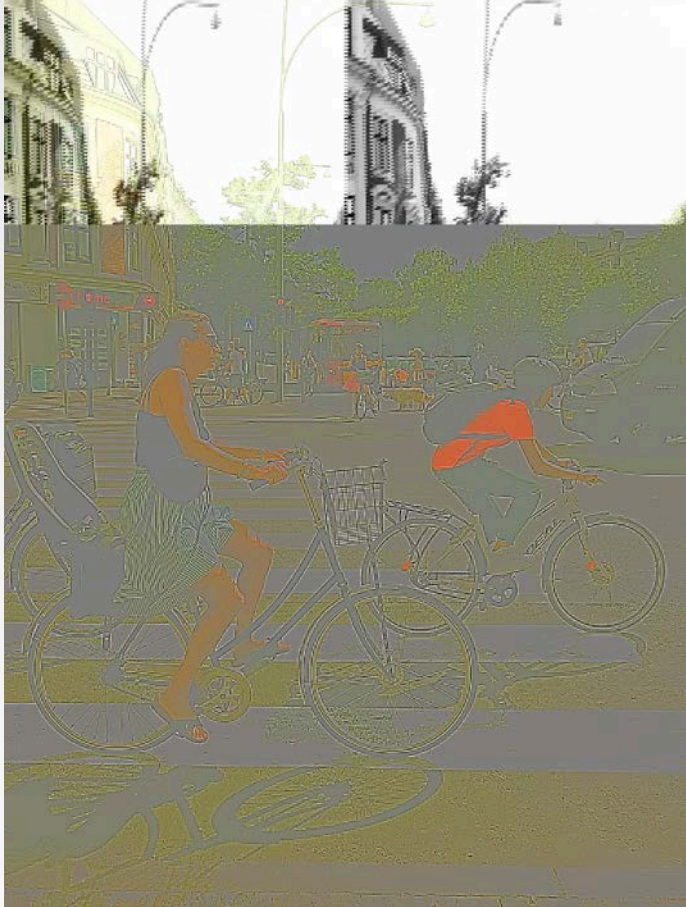
Piia Karjalainen, MaaS Alliance

“I guess you  
guys aren't ready  
for that yet.

But your kids  
are gonna love  
it!”







**50%**  
Vehicle-km  
reduction  
potential of  
MaaS



**30%**  
CO<sub>2</sub> reduction  
potential of  
MaaS



- by **2050** in scenario of **accelerated uptake of shared modes** combined with **public transport** and **strong regulation**.

Source: ITF Transport Outlook 2019

# MaaS in transport decarbonisation tool kit

# Nail it or fail it....

## Integration

- \* Technical interoperability
- \*\* Access to market

## Better than owning our own car

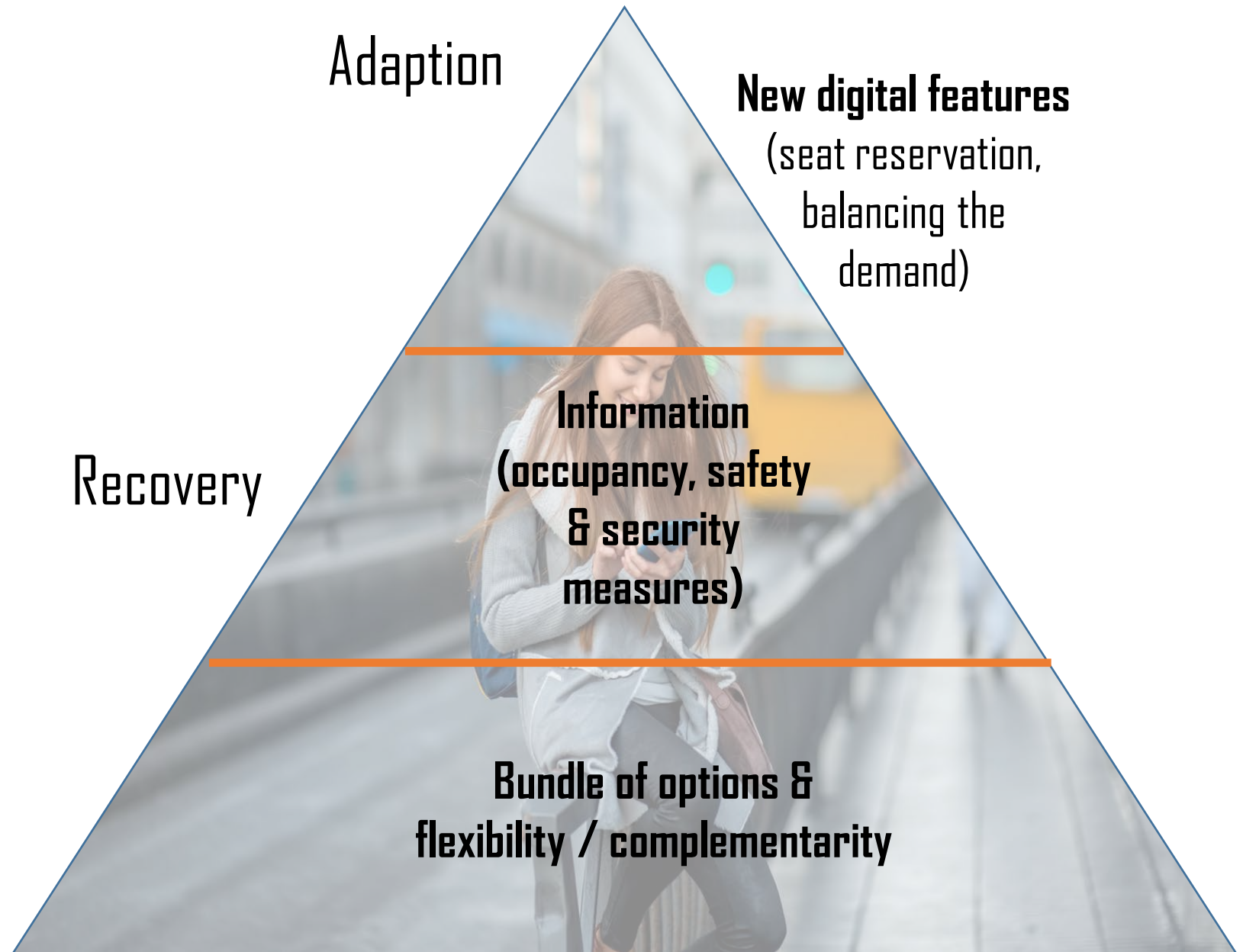
- \* Flexible
- \*\* Reliable

## Based on the best local ingredients, but also...

- \* Scalable
- \*\* Roamable

# Competitive edge of MaaS in the COVID-19 context

Business as Usual



# HOLISTIC VIEW NEEDED

**THINKING** mobility from the user perspective=  
Infra + Services + Information

**REDEFINING** transport infrastructure:  
physical + digital + data infra

**OPTIMISING** the mobility mix

**BUILDING** preconditions for  
roaming city-to-city and cross-border  
mobility services



First Vice-President of European Commission Frans Timmermans of the Netherlands delivers his speech during the debate on sustainable investment plan, just transition fund and Roadmap on Social Europe at the European Parliament in Strasbourg, France, 14 January 2020. [EPA-EFE | Patrick Seeger]

Languages: [Français](#) | [Deutsch](#)



The European Commission's Green Deal chief, Frans Timmermans, assured EU lawmakers on Tuesday (21 April) that "every euro" spent on economic recovery measures after the COVID-19 crisis would be linked to the green and digital transitions. [EURACTIV Germany reports](#).

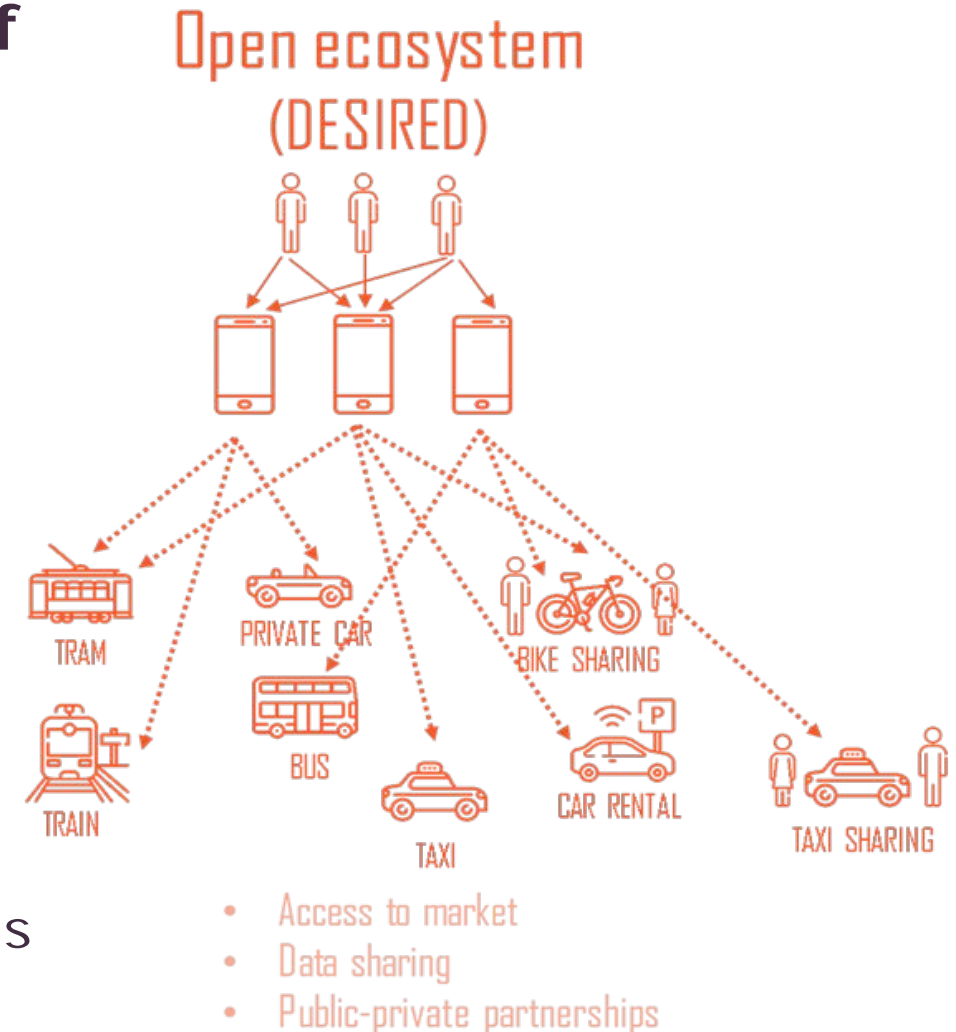
"Every euro we invest must flow into a new economy rather than old structures. We must avoid that at all costs," he told the European Parliament's environment committee during a video conference.

"The European Green Deal is a growth strategy and a winning strategy," the Dutchman said on Twitter after the meeting.




# Towards open MaaS ecosystem for the benefits of the users

- **Governance to ensure the delivery of societal values**
  - Not a one but many business models
  - Enablers for open ecosystem
  - Accountability on decarbonisation, inclusivity
  - Incentives dictate the business models
- **Regulation as trust building mechanism**
  - Focus on facilitation of access to data, access to market and fair competition
  - At EU-level: reduce market fragmentation
- **Efforts needed for technical harmonisation**
  - Minimum Interoperability Mechanisms for APIs
  - Common Data Models





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**Thank you for your attention!**

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