

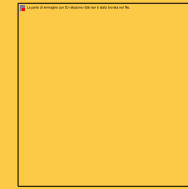
# Developing new user centric mobility services: Past, present and future

**UIC Door-to-door Project Workshop, 3 December 2020**

Piia Karjalainen, MaaS Alliance



**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

# Whim pact study

[https://ramboll.com/-/media/files/rfi/publications/Ramboll\\_whimpact-2019](https://ramboll.com/-/media/files/rfi/publications/Ramboll_whimpact-2019)



**2,15**

trips per day with public transport by **Whim users**



**1,6**

trips per day with public transport by Helsinki residents on average

Whim users use taxis

**2,4x**

times more often than other Helsinki residents on average



## By encouraging **desired modal shift:**

- From single-occupancy to shared vehicles / rides
- Better information on active mobility options
- Making multimodal combined trips more predictable, easy and attractive
- Providing better info & access to tourist, to public transport networks, and services



## By making **transport network operations more efficient:**

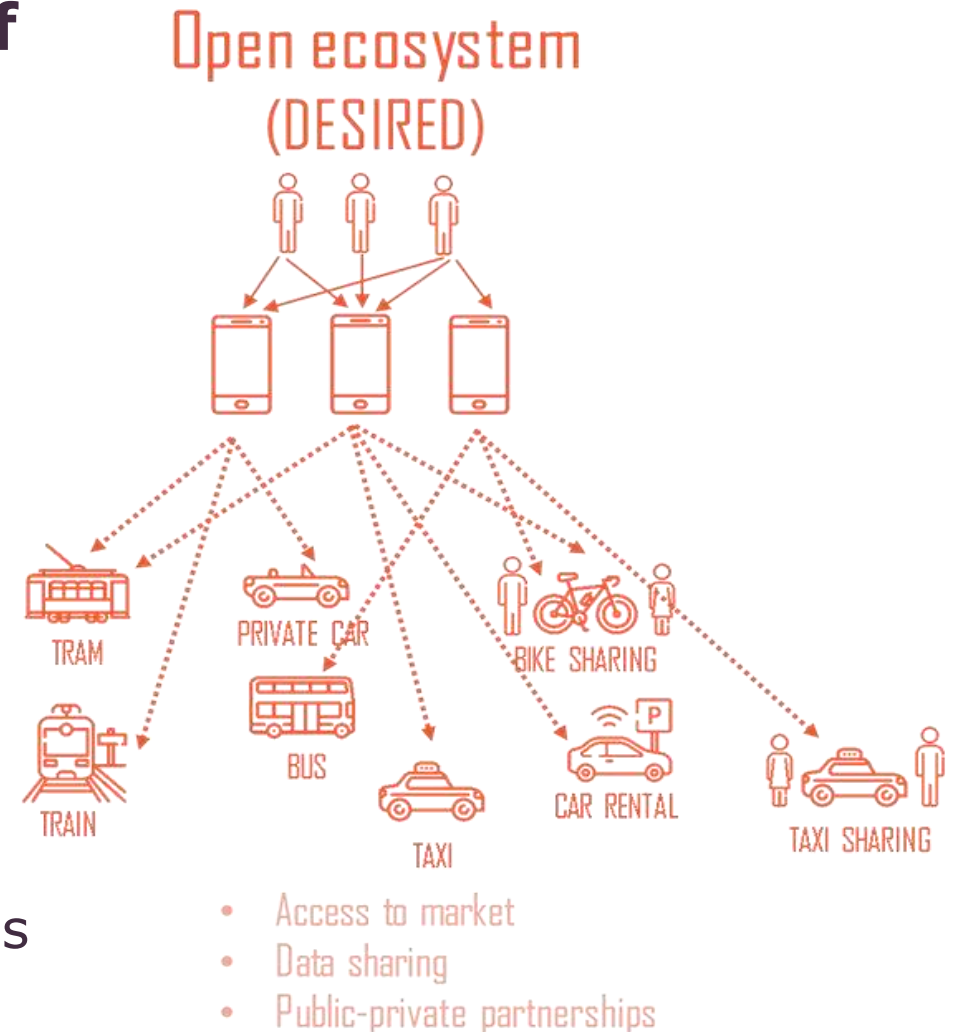
- Less vehicles – less urban space needed for vehicles - less traffic & congestions related to search of the parking space
- “Fleet effects” (B2B market): Easier to implement measures through agreement with fleet operators
- Data gathered by MaaS app used for predictive traffic management services and network and capacity management



# Mechanisms on how MaaS change the world

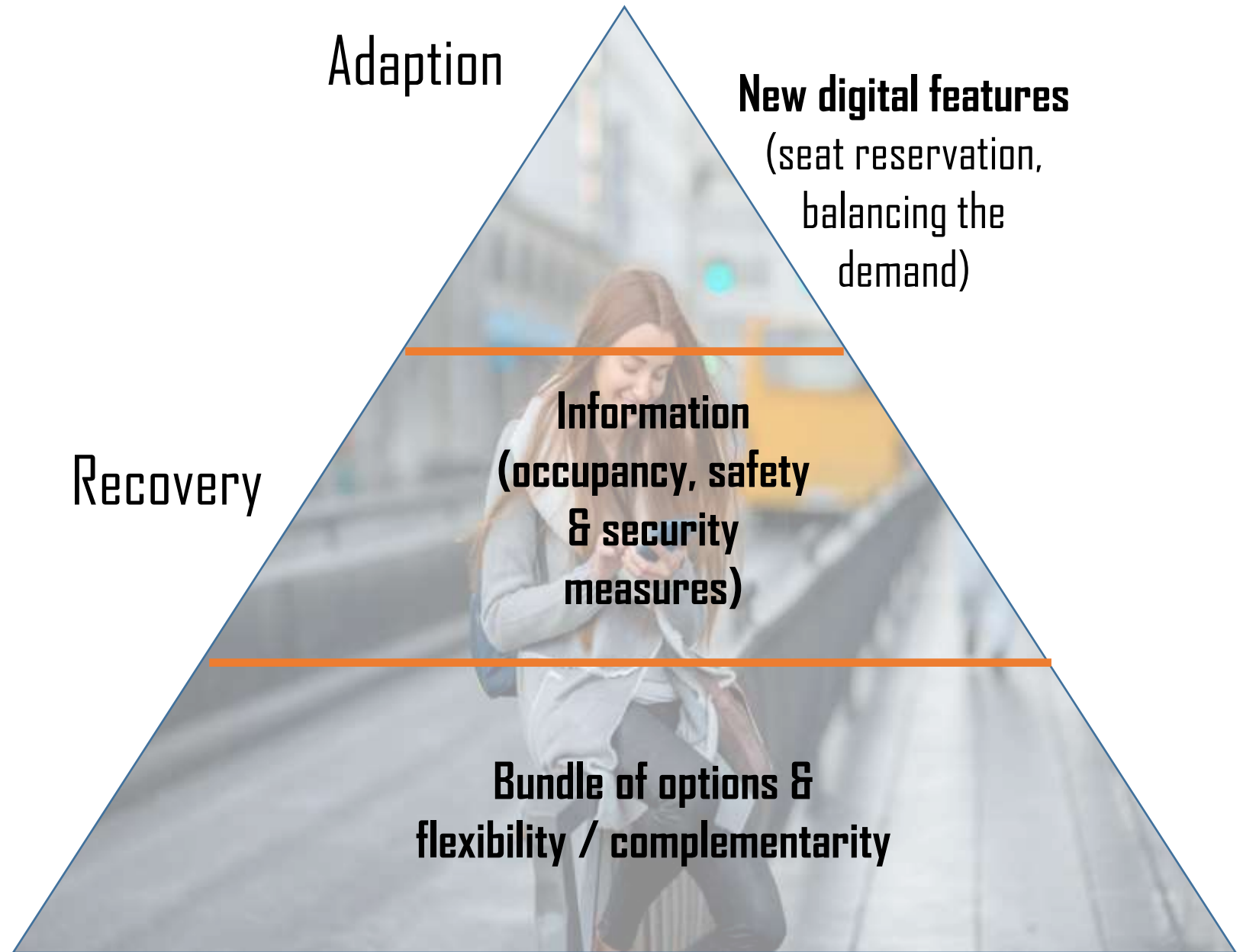
# Towards open MaaS ecosystem for the benefits of the users

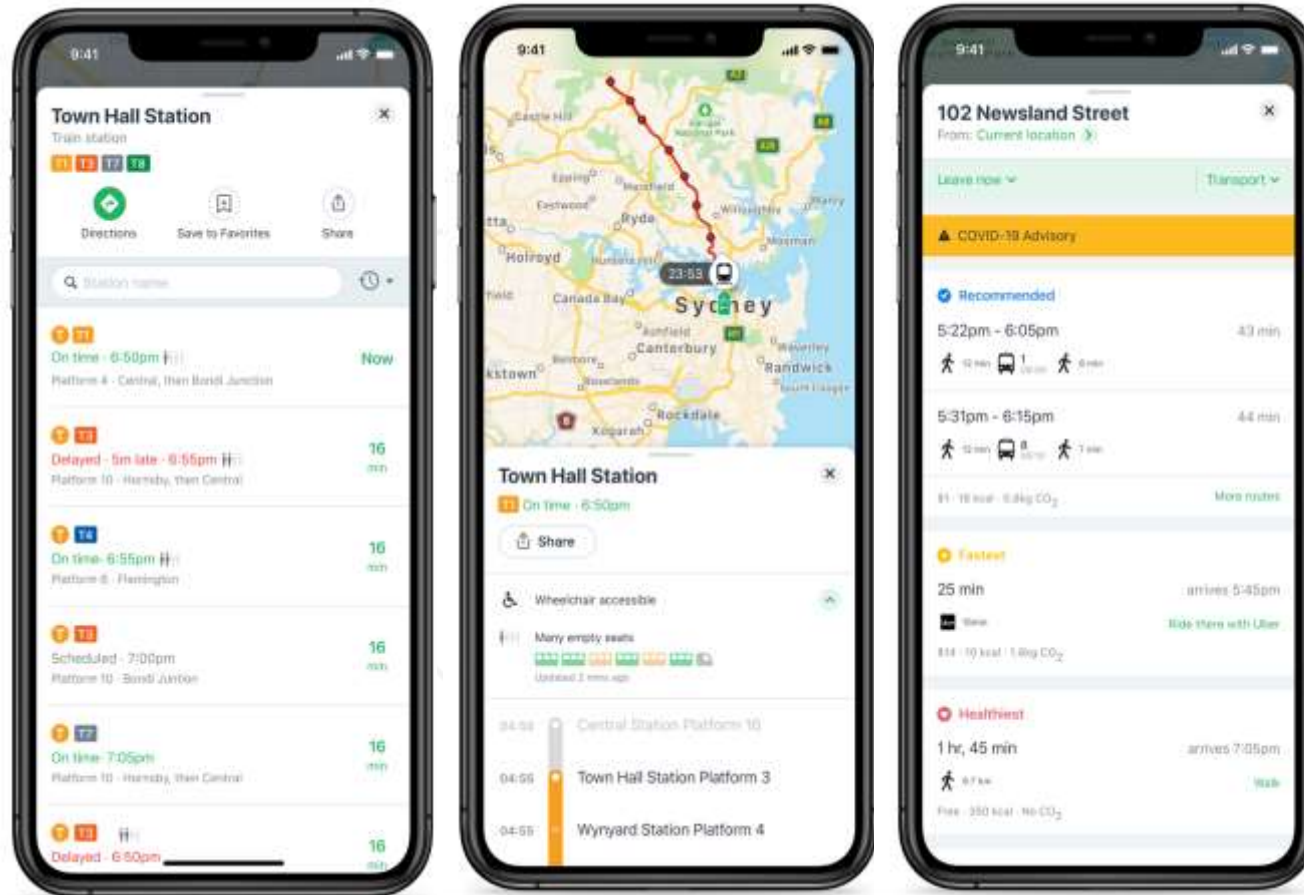
- **Governance to ensure the delivery of societal values**
  - Not a one but many business models
  - Enablers for open ecosystem
  - Accountability on decarbonisation, inclusivity
  - Incentives dictate the business models
- **Regulation as trust building mechanism**
  - Focus on facilitation of access 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



# Competitive edge of MaaS in the COVID-19 context

Business as Usual





Current new features: real-time occupancy of carriages, COVID-19 alerts



Future dev: occupancy-based routing of journeys, alongside other priorities

# Together towards sustainable multimodal mobility



Creating a common approach of

- Public and private sectors
- Mobility service providers (often local) and tech companies (often global)
- Disruptors and incumbents
- Data providers and data users
- Local and global approaches
- Players with different business models (B2C, B2G2C, B2B ...)



# Work in progress (by end of 2020)

- **Building TRUST**  
with Code of Conduct  
(MaaS Market Playbook)
- Framework for assessment of  
**ENVIRONMENTAL  
IMPACTS**
- **Tool Kit for CITIES**
- Early explorations on **MaaS  
& TRAFFIC MANAGEMENT**





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Thank you for your  
attention!

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