



MaaS liikenne- ja ilmastopolitiikan työkaluna

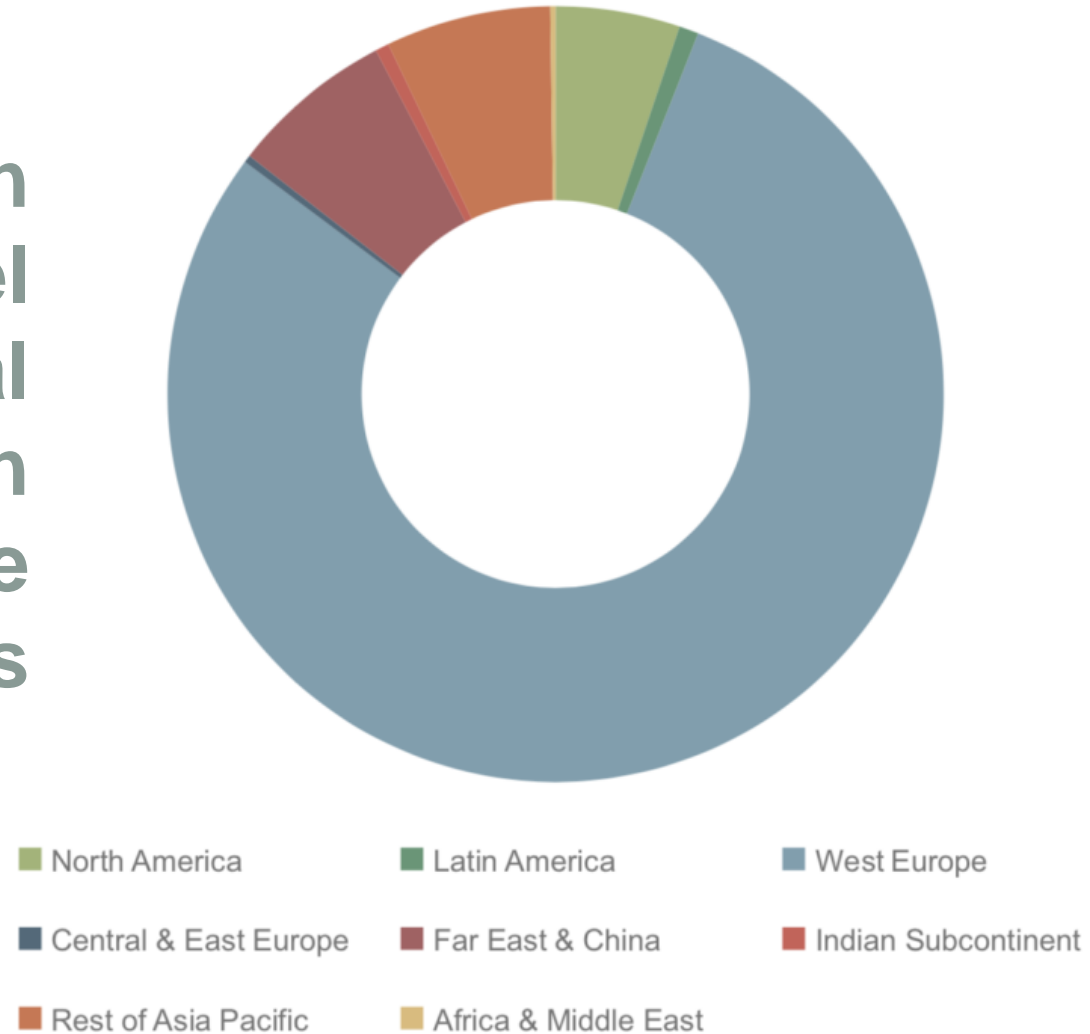
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ERTICO – ITS Europe & MaaS Alliance

Figure 2: Total Number of Private Car Trips Replaced by MaaS Trips (m): 2.3 Billion

The European
MaaS model
holds a huge potential
in our exploration
for faster but more
sustainable horses



Source: Juniper Research

MaaS in transport decarbonisation tool kit



50 %

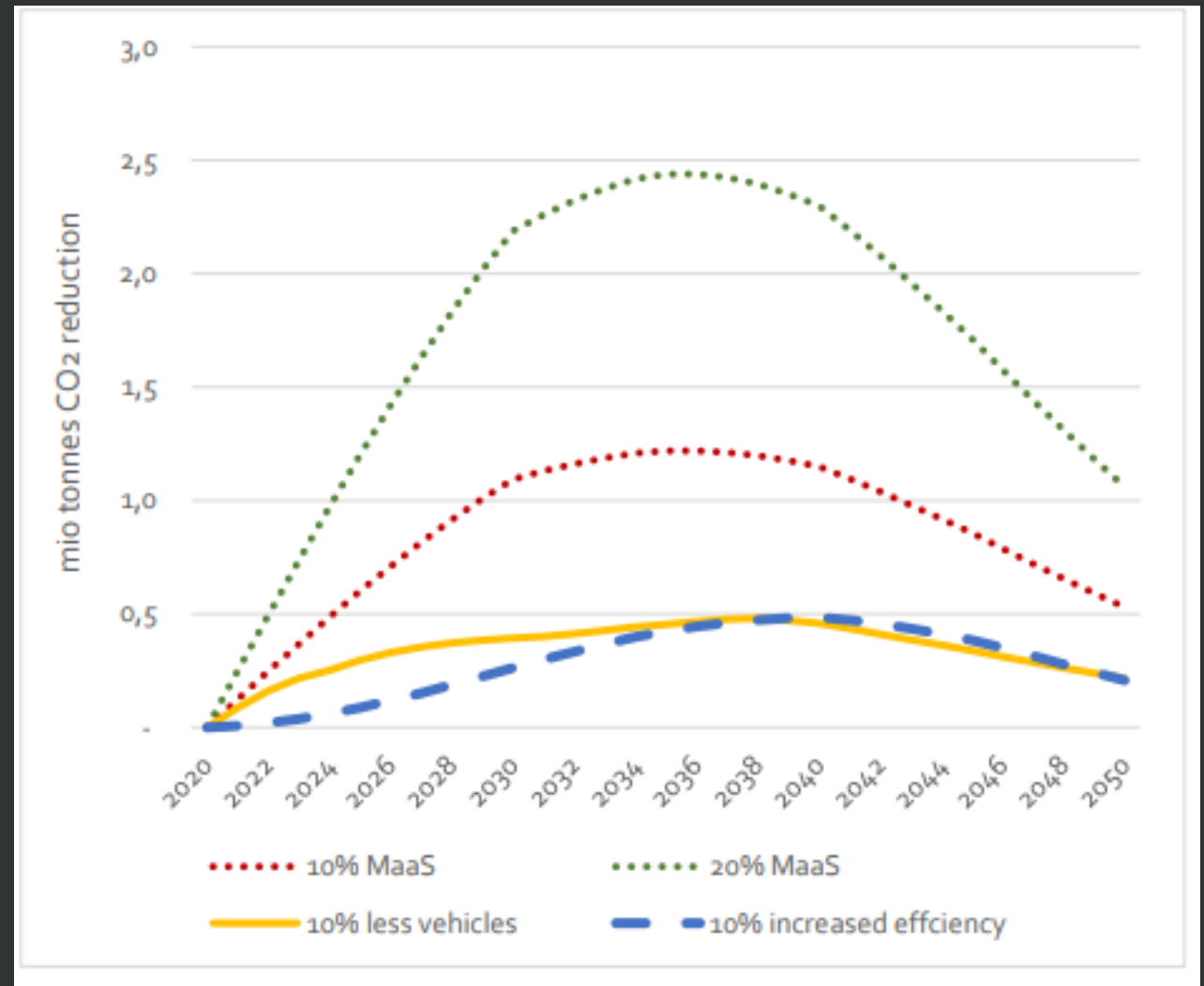
Vehicle-km reduction potential of MaaS

30 %

CO2 reduction potential of MaaS

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

Comparison of potential for reduction in CO2 emissions from road passenger transport in the Nordic countries

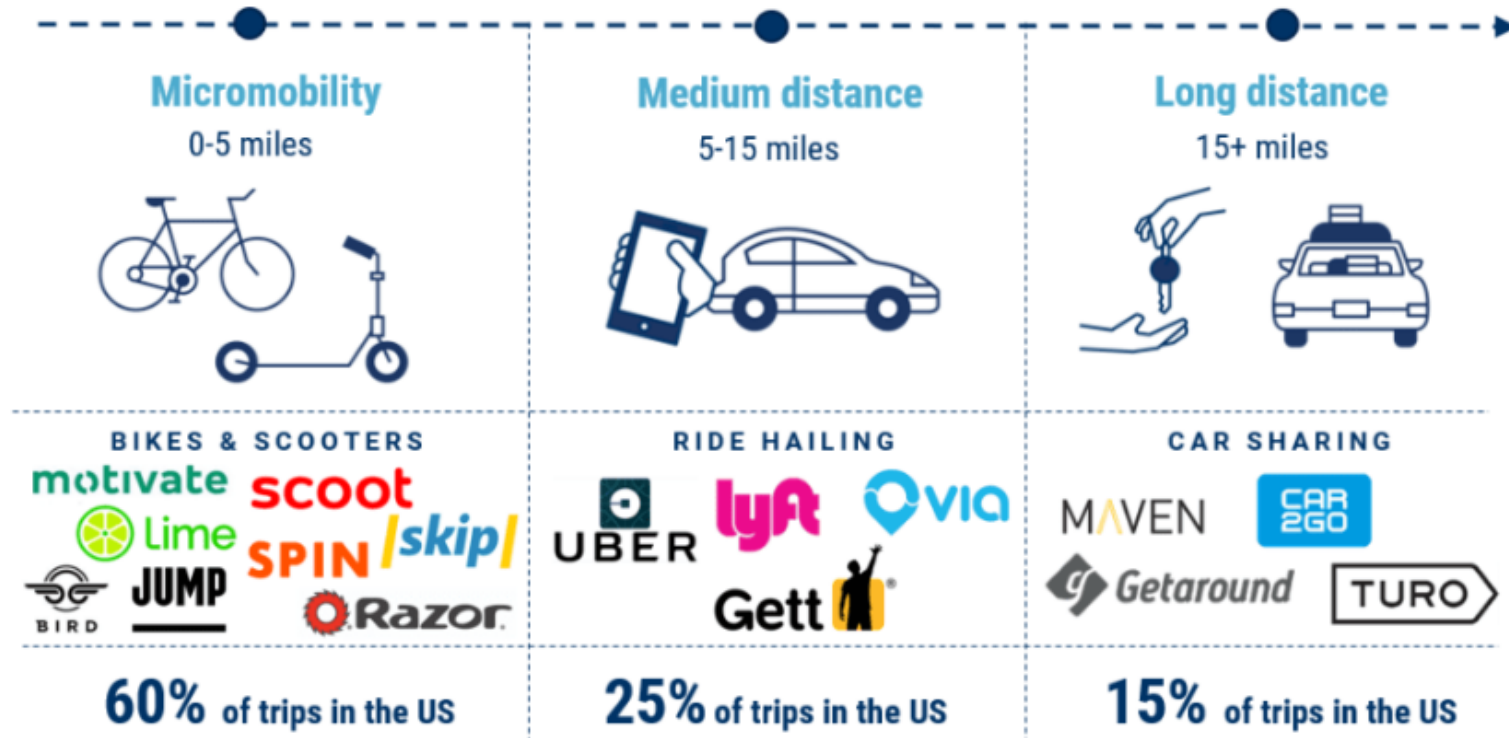


Source: <http://norden.diva-portal.org/smash/get/diva2:1267951/FULLTEXT01.pdf>

With MaaS we get 'em all

DISRUPTING THE CAR

Alternatives to car ownership by trip length



Source: NHTS

CBINSIGHTS



USA & Canada:
Automated and electric vehicles



Europe:
Public transport as a core service,
strong PPP



China:
Electric and
shared vehicles

Different context, different focus

Mechanisms on how MaaS change the world



By encouraging desired modal shift:

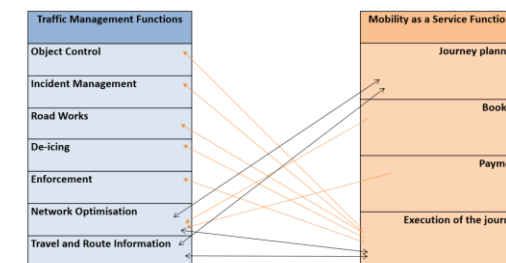
- From single-occupancy to shared vehicles / rides
- Providing better information on active mobility options
- Making multimodal combined trips more predictable, easy and attractive
- Providing access to occasional use of vehicles so that those who doesn't need to use car everyday can mainly rely on PT and other services
- Providing better info & access to tourist to PT network and services



By making transport network operations more efficient:

- Reduction in vehicles – reduction in parked vehicles – reduction in traffic & congestions related to search of the parking space
- “Fleet effects” (B2B market): Easier to implement measures through agreement with fleet operators (efficient driving tools, speed control systems, incentive schemes, etc.)
- Data gathered by MaaS app used for predictive traffic management services and network and capacity management

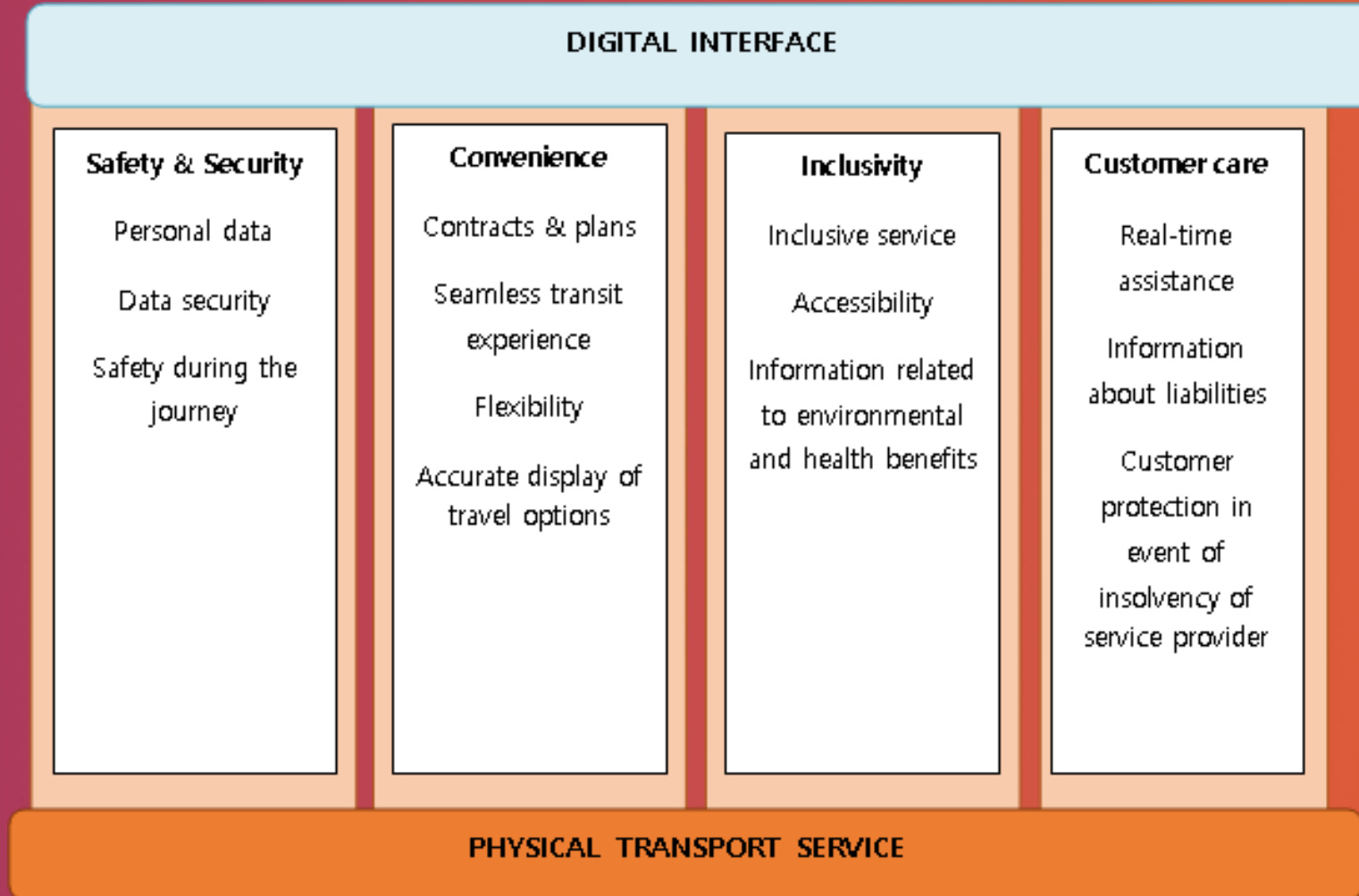
Traffic Management -
MaaS Interaction



Building blocks for sustainable MaaS

- **Public transport as a backbone of MaaS**
 - Involvement of PT at MaaS schemes
 - Public transport ticketing and payment systems = transport infrastructure
- **Connected and Co-operative Automated Mobility (a.k.a CAD, AVs, ...)**
brings massive positive environmental impacts only if shared
- **Advanced data exchange models for design & monitoring**
 - Information from MaaS to advanced Traffic Management operations
 - What can be learnt (or copied) from LADOT MDS & Lisbon schemes?
- **Integration of everything (underground, on the ground, above the ground)**
- **MaaS at the Circular Economy agenda**

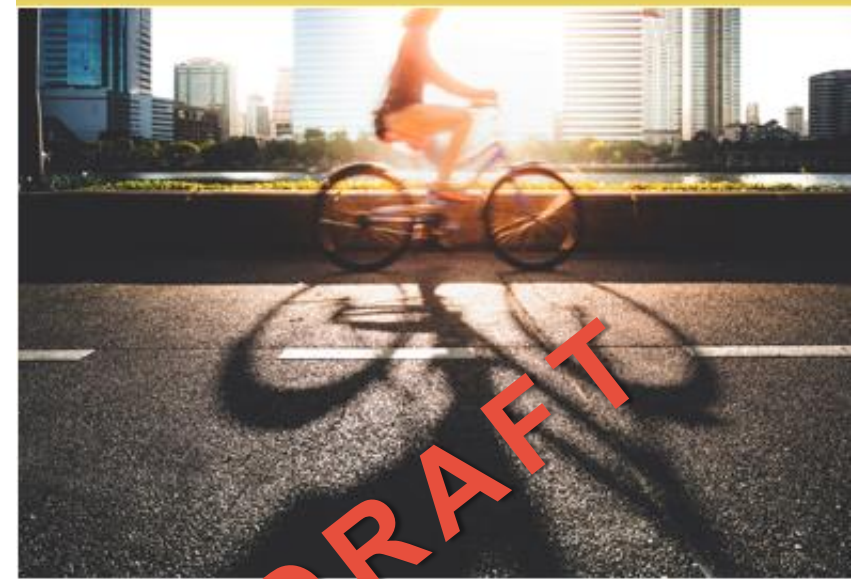
User satisfaction – the only KPI that counts?



MaaS in SUMPs

(Sustainable Urban Mobility Planning)
guide to be published in October

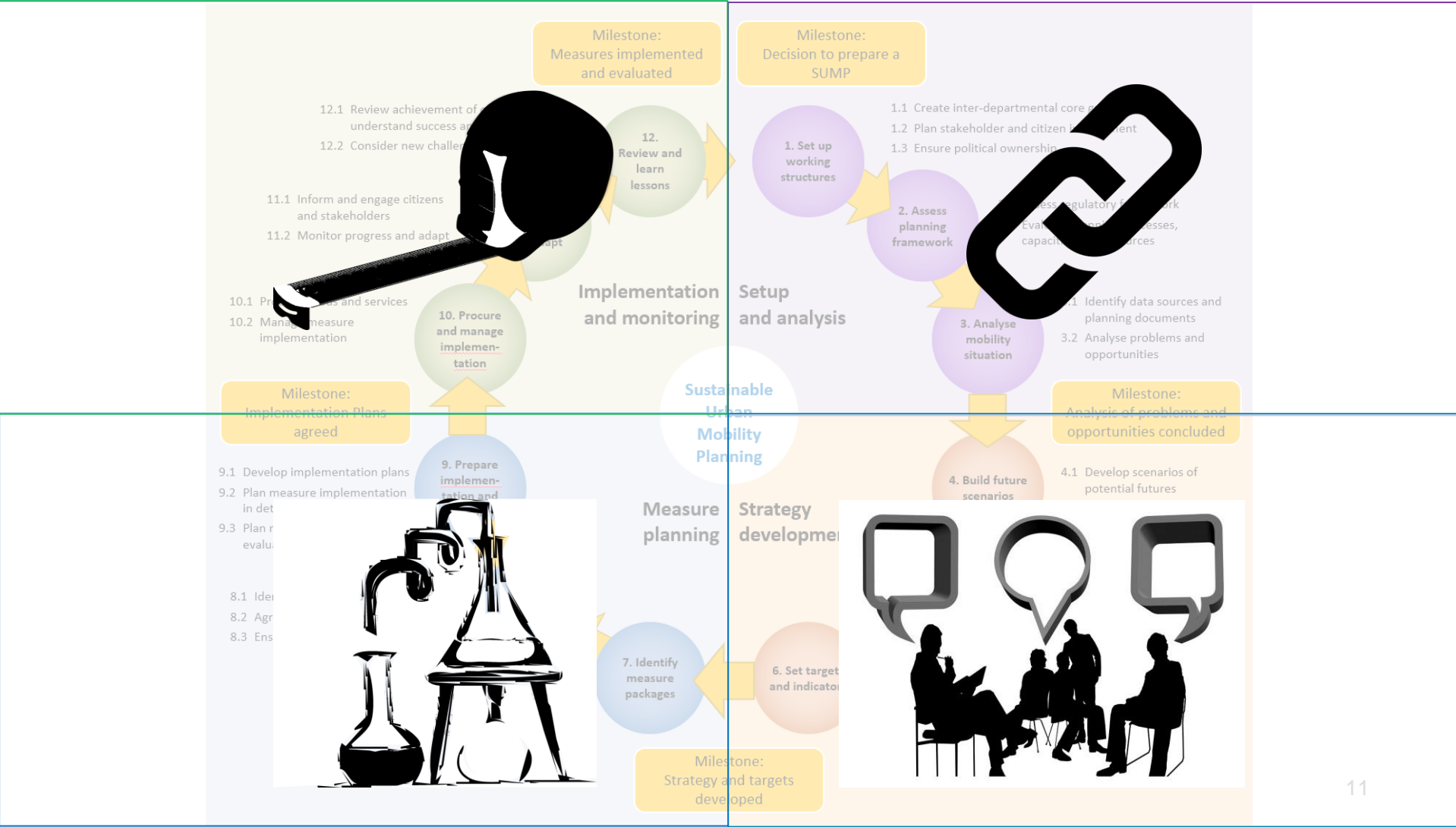
1. Introduction & definitions
2. SUMP principles and planning steps in context of MaaS
3. How to evaluate and support cities' readiness for MaaS?
4. Operational and Governance options for MaaS



Mobility as a Service (MaaS) and
Sustainable Urban Mobility Planning
(SUMP)

Practitioner Briefing

SUMP Cycle



Study on the Legal Framework for MaaS and Roles of Public and Private Parties

Main conclusions:

- PTOs / PTAs are able to extend their scope and become a MaaS operator, but there is a lot to take into account before doing so: competition law, pricing and providing equal access to all services
- MaaS operators must be able to access the same deals concerning tickets and services, such as mobile tickets, monthly tickets etc., as the ones offered to end-users by public transport operators
- When defining the price of public transport tickets paid by MaaS operators, the PTOs should apply similar pricing principles as the ones applied to their own distribution channels
- Competition concerns could also arise as a result of the use made by a dominant PT of aid received from the State, the region or the municipality. By way of example, this could happen if the PT was to receive public funding for the provision of universal transport services and it were to use this aid to cross-subsidise MaaS services so as to apply predatory prices in this segment



Study on market access and competition issues related to MaaS

June 2019

MaaS declaration
ITS European Congress
June 2014, Helsinki

MaaS Alliance recognized as
the **best organization**
in the MaaS field by BMaaS
July 2018



MaaS Alliance
White Paper published
September 2017

2015

2019

MaaS Alliance established
at **ITS World Congress**
October 2015

30

Members
in MaaS Alliance
June 2017

50

Members
in MaaS Alliance
May 2018

75

Members
in MaaS Alliance
March 2019

Phase I: Establishment

Phase II: Setting the framework

Phase III: Creating the ecosystem

The story of MaaS Alliance:

From promoter to facilitator & thought leader



**Innovation for
tomorrow's journey.**

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