

## Press Release

### Launch of MaaS4EU project

#### End-to-End Approach for Mobility-as-a-Service tools, business models, enabling framework and evidence for European seamless mobility

MaaS4EU is a research and development project funded by the Horizon2020 research and innovation programme bringing together 17 partners from several sectors and backgrounds to provide viable evidence and solutions about the MaaS concept.

MaaS4EU will provide quantifiable evidence, frameworks and tools to remove the barriers and enable a cooperative and interconnected EU single transport market for the MaaS concept, by addressing challenges under four pillars:

- 1. Business models:** MaaS4EU designs prototype Business Models (BM) for a cross-company MaaS enterprise involving multiple actors within the EU single market. These BM demonstrate the value, the benefits, the potential and viability of the MaaS concept. Several MaaS products are designed based on users' needs and are tested to assess the advantages and disadvantages of each case.
- 2. End-Users:** MaaS4EU explores the needs, preferences, demand and acceptance of various end-user groups for MaaS services and products via MaaS living labs and real life demonstrations.
- 3. Technology:** MaaS4EU designs and develops the open *MaaS4EU* platform by bringing together (existing and new) well-defined technologies, processes, interfaces for plugging-in disparate data sources enabling urban and cross-border multimodal planning, booking, ticketing and payment. Any Mobility Service Provider could accommodate its data and any MaaS operator could use the platform to test, develop and scale its services.
- 4. Policy:** MaaS4EU proposes the required "MaaS Policy Framework" that provides guidelines for a cooperative transport ecosystem regarding financing, technology, privacy and security, passenger rights, and regulations to enable the implementation of MaaS across Europe.

The holistic *MaaS4EU* solutions are demonstrated and validated in real life via Living Labs at three pilot areas: **1. Greater Manchester (UK), 2. Luxembourg-Germany, and 3. Budapest (Hungary)**. The impact of MaaS services on end-users' short-term (activity patterns) and mid-term (car-ownership) travel choices are monitored and evaluated to provide feedback to authorities about the advantages and disadvantages of the concept.

You can find more information about the project at [www.maas4eu.eu](http://www.maas4eu.eu) or on our social media accounts:

LinkedIn: [linkedin.com/in/maas4eu](https://www.linkedin.com/in/maas4eu)

Twitter: @MaaS4EU

Facebook: @MaaS4EU