MaaS4EU Overview

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October 29th, 2020
14:00–17:30 (CET)
MaaS4EU Partners

- INTRASOFT INTERNATIONAL
  Project Co-ordinator

- UCL
  Scientific and Technical Co-ordinator

- ICOS

- UNIVERSITY OF WOLVERHAMPTON

- UNIVERSITY OF THE AEGEAN

- Transport for Greater Manchester

- BKK Közlekedési Központ

- AVV

- Department for Transport

- MAAS GLOBAL

- Sales-Lentz moving people

- Hayfield

- TRT

- inlecom

- XIMedes

- TALL SERVICE
MaaS4EU Vision

Provide quantifiable evidence, frameworks and tools to enable the MaaS concept, by addressing challenges under four pillars:

1. Business,
2. End-Users,
3. Technology, and
4. Policy.
MaaS4EU definition for MaaS

Current Situation

Urban Trips

MaaS model

Intercity Trips

Source: Kamargianni & Matyas, 2016
MaaS4EU Demonstration Areas

• Greater Manchester
• Greater Luxembourg
• Budapest
### Different MaaS Business Models and Products

<table>
<thead>
<tr>
<th>Greater Manchester</th>
<th>Greater Luxemburg</th>
<th>Budapest</th>
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<tbody>
<tr>
<td>- Urban &amp; Intercity trips</td>
<td>- Cross-border &amp; Urban trips</td>
<td>- Urban &amp; Cross-border trips</td>
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<td>- Locals &amp; tourists</td>
<td>- Locals</td>
<td>- Locals &amp; tourists</td>
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<tr>
<td>- TFGM is the MaaS operator</td>
<td>- SLA is the MaaS operator</td>
<td>- MaaS.Global was the MaaS operator now replaced by Toll</td>
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MaaS4EU Objectives

• To design prototype Business Models (BM) for cross-company MaaS enterprise involving multiple actors within the EU single market
• To bring together and work with different (public and private) Mobility Service Providers (MSP) and transport authorities
• To explore the needs and preferences and the demand and acceptance of various end-user groups
• To design and develop the open MaaS4EU platform
MaaS4EU Objectives

• To support travellers in selecting the mobility plans that best fit their needs
• To propose the “MaaS Policy Framework”
• To demonstrate and validate the efficiency of the holistic MaaS4EU solution in real life
• To scale up and disseminate the tools, the MaaS Framework and the findings in order to contribute to the EU single market vision and the H2020 agenda towards smart, green and integrated mobility
Critical Steps for MaaS4EU

- Participation of MSPs and their APIs acquisition
- Development of the MaaS4EU platform to be able to provide the MaaS4EU services
- Recruitment of MaaS4EU service users to be able to quantify the impact of MaaS on short- and mid-term travel decisions.
Key achievements / outcomes

- Actors acquisition for Living Labs
- MaaS business models specification
- Focus groups to derive user requirements
- In-depth interviews to register the challenges at pilot and EU level
- Market Research
- MaaS4EU platform
- MaaS4EU app
- MaaS4EU testing
- Suggestions for policy recommendations
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 723176

THANK YOU
<table>
<thead>
<tr>
<th>TIME</th>
<th>TOPIC</th>
<th>SPEAKER</th>
<th>CONTENTS/NOTES</th>
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<tbody>
<tr>
<td>14:00</td>
<td>Welcome</td>
<td>Claudia Ciucu (Project Officer - INEA)</td>
<td>Welcome message from European Commission</td>
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<tr>
<td>14:10</td>
<td>Intro</td>
<td>Akrivi Vivian Kiousi (INTRASOFT International)</td>
<td>MaaS4EU project overview</td>
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<td>Maria Kamarajianii (Head of MaaSLab</td>
<td>University College of London)</td>
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<td>14:50</td>
<td>Platform and technology</td>
<td>Panagiotis Georgakis (University of Wolverhampton)</td>
<td>MaaS4EU platform overview: different elements and app-demo</td>
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<td>15:10</td>
<td>Brief intro of the Pilots</td>
<td>Jakub Muscat (University College of London)</td>
<td>Luxembourg, Budapest and Manchester Pilot: MaaS4EU pilot cases</td>
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<td>15:15</td>
<td>Pilot 1 - Budapest</td>
<td>Viktória Sikiási (Toll Service)</td>
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<td>15:35</td>
<td>Pilot 2 - Manchester</td>
<td>Sam Li (TFGM)</td>
<td>Pilot implementation summary: the main steps toward the implementation of the MaaS ecosystem</td>
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<td>Exploring the 4 pillars: Business, End-users, Technology, Policy</td>
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<td>15:55</td>
<td>Pilot 3 - Luxembourg</td>
<td>Eric Zorn (Sales Lentz)</td>
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<td>16:15</td>
<td>Business Models</td>
<td>Ioanna Pagani (University of AEGFAN)</td>
<td>MaaS4EU a detailed view on the business model: key findings</td>
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<td>16:35</td>
<td>Outcomes, Challenges, Lessons Learned</td>
<td>Maria Kamarajianii (Head of MaaSLab</td>
<td>University College of London)</td>
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<td>Major challenges based on MaaS4EU project results</td>
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<td>Main lessons learned</td>
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<td>17:05</td>
<td>Policy Recommendations Closing</td>
<td>Akrivi Vivian Kiousi (INTRASOFT International)</td>
<td>Next steps for MaaS</td>
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<td>MaaS4EU Policy Recommendations</td>
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<td>MaaS Exploitation</td>
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