



MaaS4EU

MaaS4EU Overview

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14:00– 17:30 (CET)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723176

MaaS4EU Partners



Project Co-ordinator



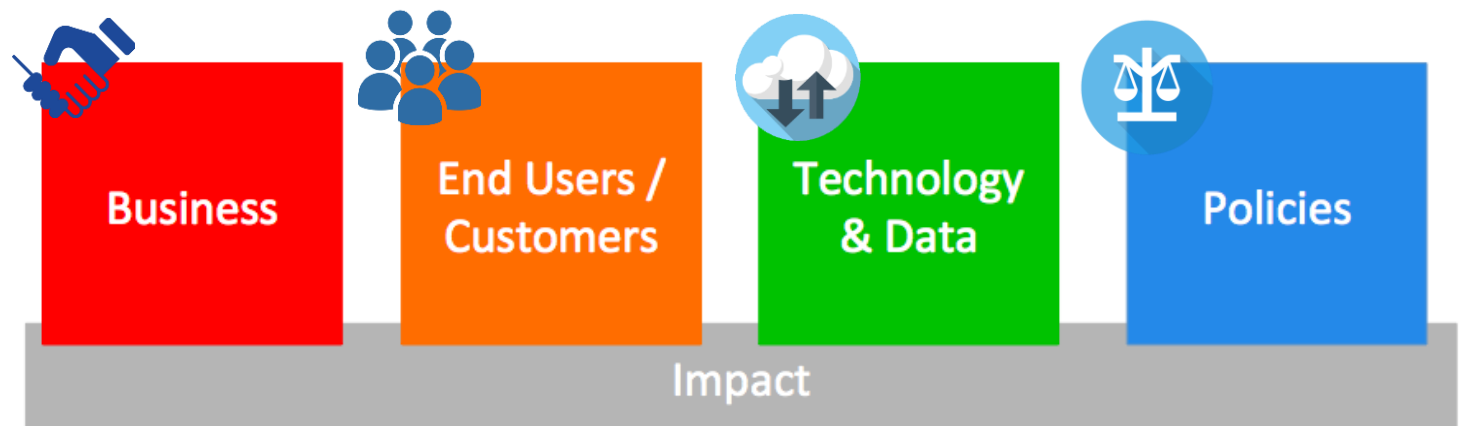
Scientific and Technical Co-ordinator



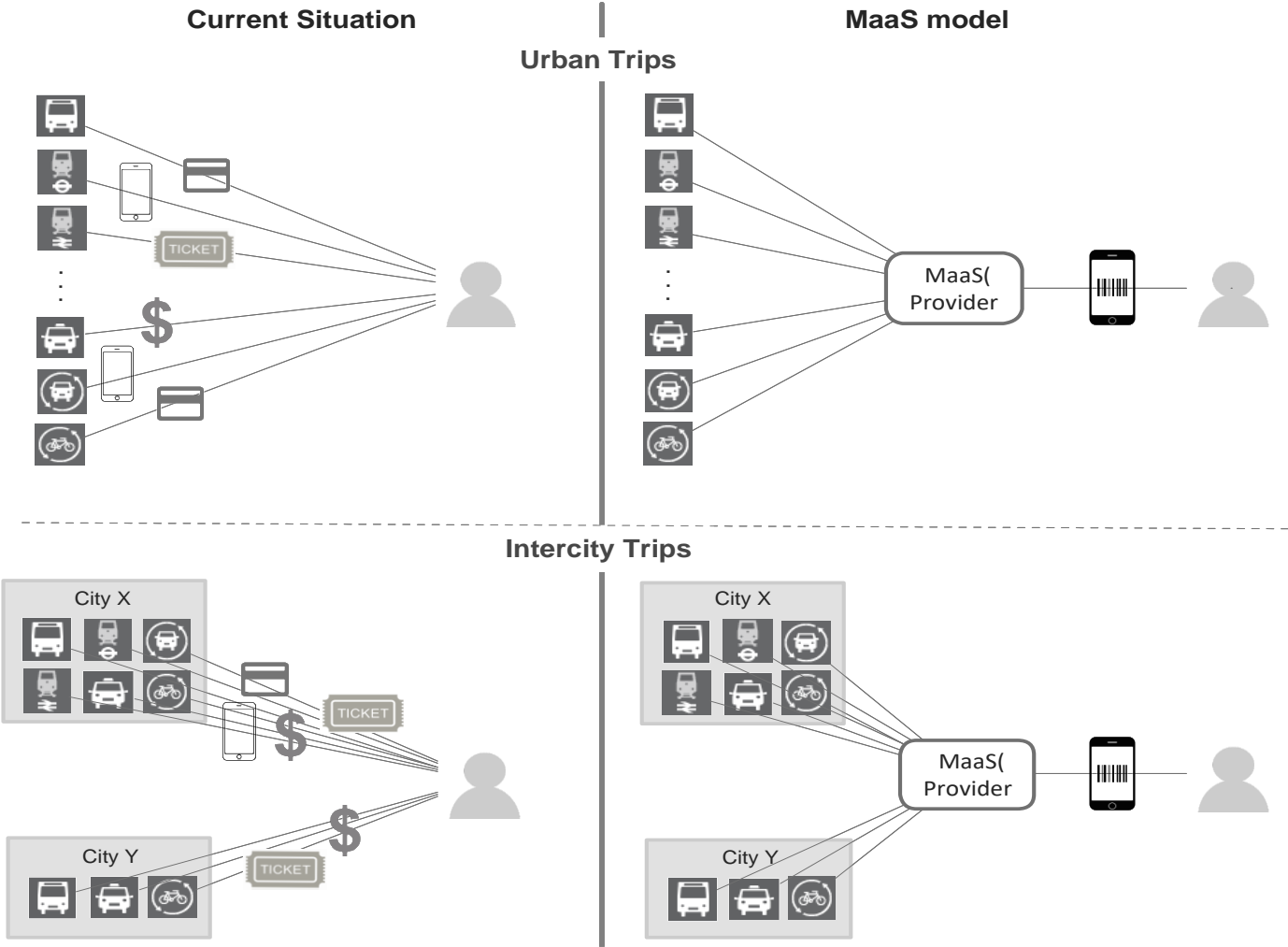
MaaS4EU Vision

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.

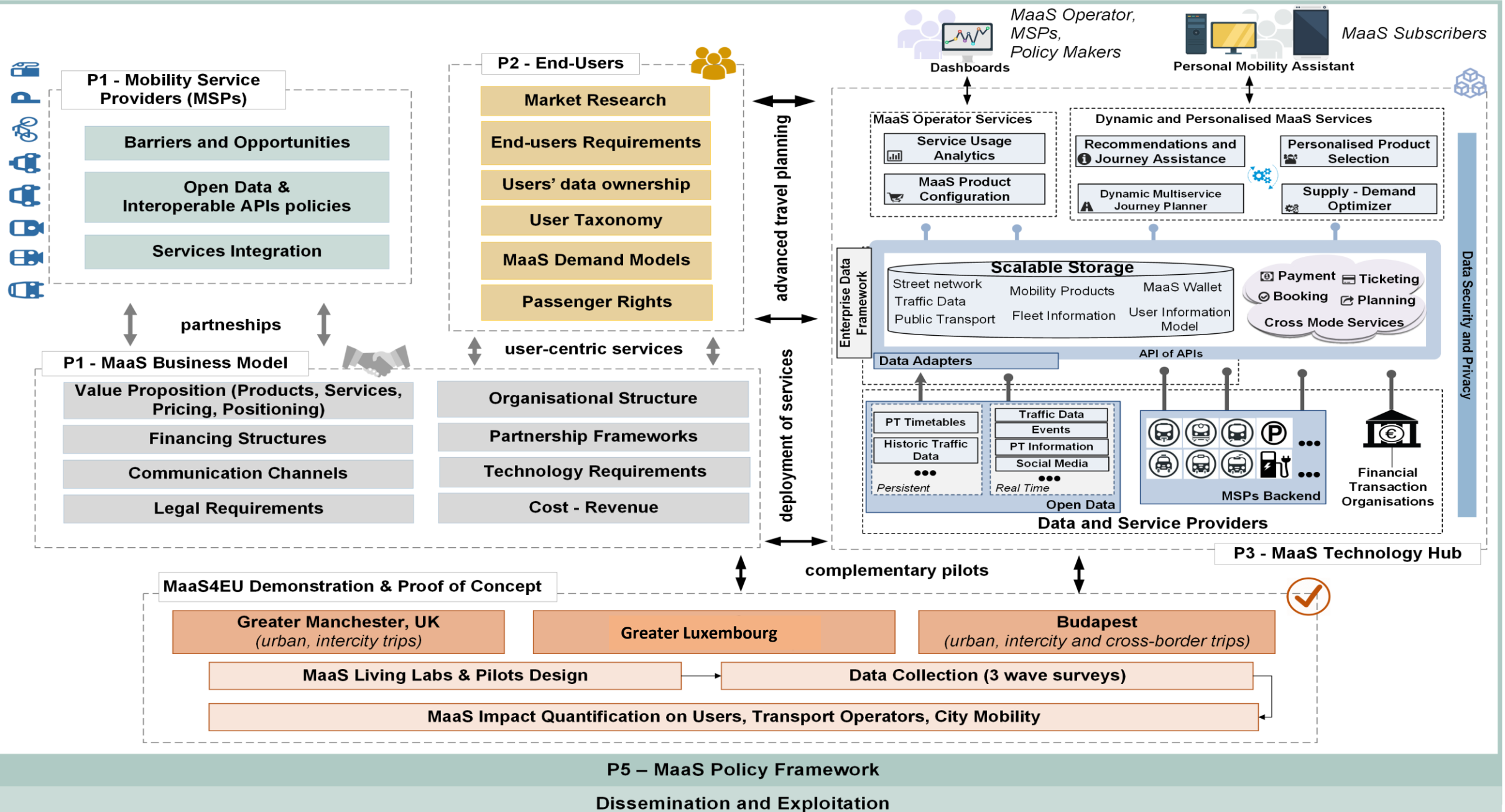


MaaS4EU definition for MaaS



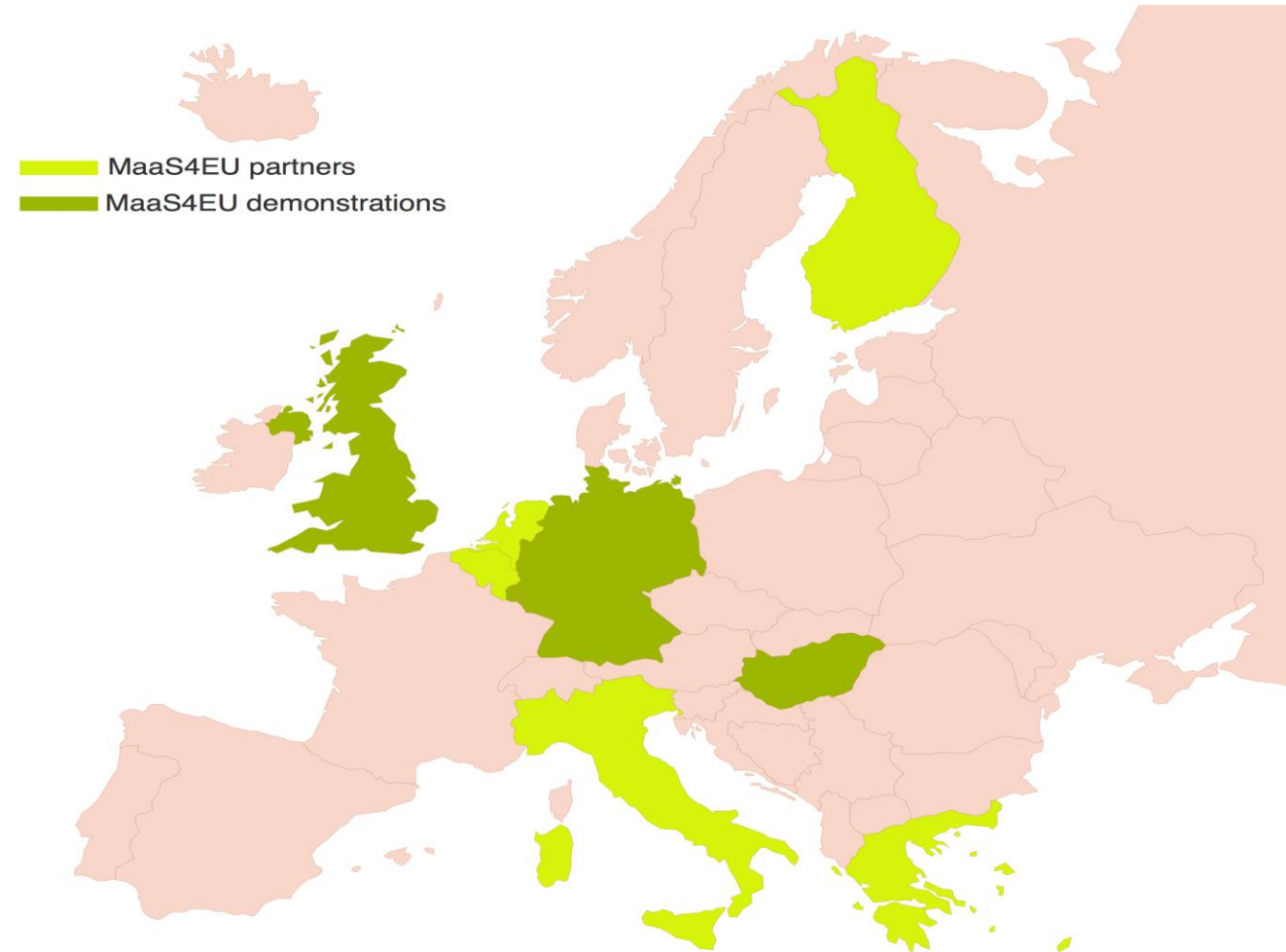
Source: Kamargianni & Matyas, 2016





MaaS4EU Demonstration Areas

- **Greater Manchester**
- **Greater Luxembourg**
- **Budapest**



Different MaaS Business Models and Products

Greater Manchester

- Urban & Intercity trips
- B2C + B2B products
- Locals & tourists
- TFGM is the MaaS operator

Greater Luxemburg

- Cross-border & Urban trips
- B2C + B2B products
- Locals
- SLA is the MaaS operator

Budapest

- Urban & Cross-border trips
- B2C products
- Locals & tourists
- MaaS.Global was the MaaS operator now replaced by Toll

MaaS4EU Objectives

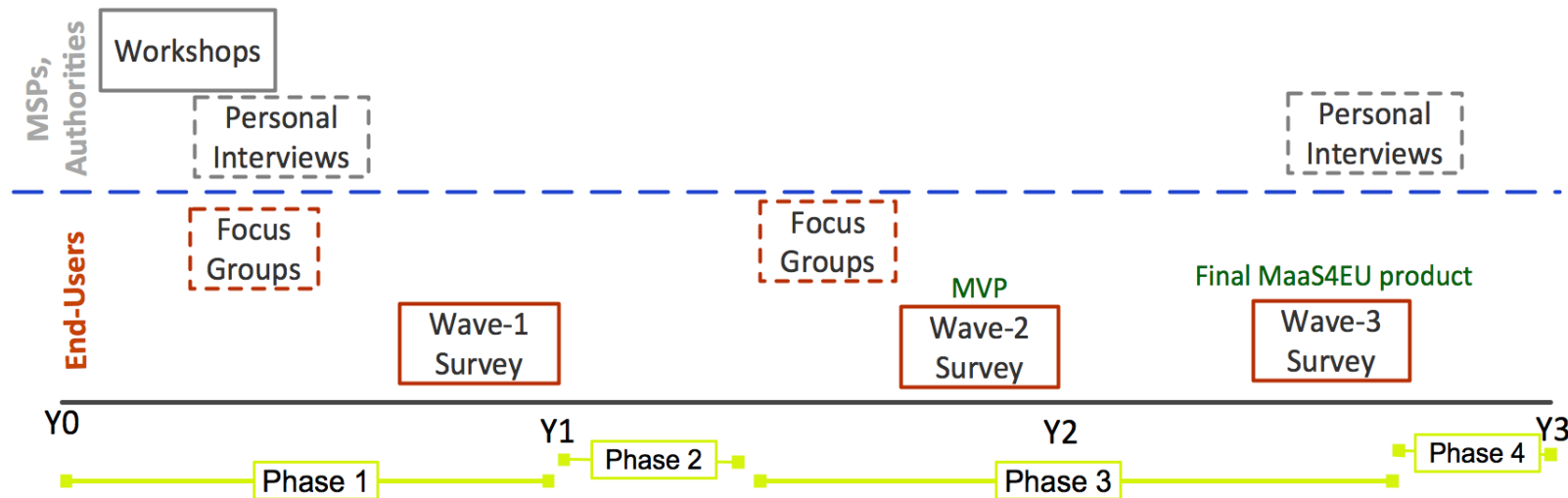
- To design prototype Business Models (BM) for cross-company MaaS enterprise involving multiple actors within the EU single market
- To bring together and work with different (public and private) Mobility Service Providers (MSP) and transport authorities
- To explore the needs and preferences and the 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



THANK YOU



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AGENDA: [MaaS4EU Final Event](#) - October 29, 2020 2:00 PM – 17:30 PM (CET)

TIME	TOPIC	SPEAKER	CONTENTS/NOTES
14:00 14:10	Welcome	Claudia Ciuca (Project Officer - INEA)	– Welcome message from European Commission
14:10 14:50	Intro	Akrivi Vivian Kiousi (INTRASOFT International) Maria Kamargianni (Head of MaaS Lab University College of London)	– MaaS4EU project overview – MaaS4EU concepts, objectives and key elements
14:50 15:10	Platform and technology	Panagiotis Georgakis (University of Wolverhampton)	– MaaS4EU platform overview: different elements and app-demo
15:10 15:15	Brief Intro of the Pilots	Jakub Muscat (University College of London)	– Luxembourg, Budapest and Manchester Pilot: MaaS4EU pilot cases
15:15 15:35	Pilot 1 - Budapest	Viktória Siklósi (Toll Service)	– Pilot implementation summary: the main steps toward the implementation of the MaaS ecosystem – Exploring the 4 pillars: Business, End-users, Technology, Policy
15:35 15:55	Pilot 2 - Manchester	Sam Li (TFGM)	
15:55 16:15	Pilot 3 - Luxembourg	Eric Zorn (Sales-Lentz)	
16:15 16:35	Business Models	Ioanna Pagoni (University of AEGEAN)	– MaaS4EU a detailed view on the business model: key findings
16:35 17:05	Outcomes, Challenges, Lessons Learned	Maria Kamargianni (Head of MaaS Lab University College of London)	– MaaS4EU pilots' main outcomes – Major challenges based on MaaS4EU project results – Main lessons learned
17:05 17:30	Policy Recommendations Closing	Akrivi Vivian Kiousi (INTRASOFT International)	– Next steps for MaaS – MaaS4EU Policy Recommendations – MaaS Exploitation



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