

# GOVERNANCE ROLE IN OPENING DATA FOR THE MOBILITY AS A SERVICE IN BRAZIL

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## OBJECTIVE

- Discuss and present guidelines for the implementation of MaaS in Brazil based on the first international experiences.
- First, identifying possible regulatory experiences about the basic requirements of MaaS: 1) definition of mobility service providers; e 2) opening and protection of data from travels.
- Secondly, from the customer's perspective, (socio-economic aspect) mapping institutional aspects and attributes that can contribute to the delivery of more efficient services in Brazilian transport systems.

## METHODOLOGY

- Exploratory analysis of different regulatory and implementation processes of MaaS.
- state of art regarding literature and technical reports as references in open innovation and open data in Brazil and in the world. Also was part of this step the integration modes and business model.
- Diagnosis of the characteristics of innovation and openness of data in the different transport systems in Brazil
- Development of guidelines for the implementation of MaaS in Brazil from an institutional point of view, focusing on regulatory aspects and on delivering attractive and sustainable travel to customers.

# BUILDING MAAS ACROSS THE WORLD: HOW MAAS HAS BEEN IMPLEMENTED IN OTHER COUNTRIES



- Most of MaaS experiences around the world points to a gradual implementation of the concept in transport systems
- This process begins with the existence of travel planning platform, which has information on the services available in each location and, based on the characteristics demanded, delivers the possibilities of routes with more than one type of transport mode
- The second step is payment interoperability on the MaaS platform. This happens for the different modes that make up the trips chosen by customers
- When looking at the Brazilian experiences, national platforms are still facing the first challenges: construction and expansion of the platform (operational elaboration of a single scripting platform)

# FACING THE CHALLENGES TO GROW UP: BARRIERS AND REQUIREMENTS TO IMPLEMENT MAAS



- MaaS implementation still goes through a “trial and error” process. Each city has been going through a process that reflects local characteristics and limitations
- MaaS regulatory process in Brazil still needs to overcome the current contracts, concessions and agreements that regulate government-company and company-company interactions in the provision of traditional public transport
- Specifically in the Brazilian case, there are clearly some barriers and difficulties identified as possible limits to the operationalization of a MaaS policy
- One of the current challenges is the absence of open innovation practice in transport systems

# BRAZILIAN CHALLENGES



- Less innovation in urban mobility, especially in public transport.
- Deficiencies in modal integration policies and/or integration hubs.
- Lack of investment in the quality of public transport, including aspects of infrastructure and the offer and flexibility of services.
- Deficiency in urban mobility policies such as rotating parking, curb management, shared bicycle systems, cycling system, among others.
- Conflict of interest in different business models of transport operators.

# FIRST STEPS FOR MAAS IMPLEMENTATION



## OPEN DATA (OPEN INNOVATION)

personalization, flexibility, and increased convenience of transport services, offering a better user experience

## INTEGRATING TRIPS

Public transportation systems play a structural role in displacements by collective modes

## DISCUSSING BUSINESS MODEL

Open innovation concept and design of shared data repository are mandatory to discuss a new or restructure of business model

# GUIDELINES FOR MAAS DEVELOPMENT IN BRAZIL



- **Discussing the business model:** an important discussion about the ownership of MaaS platform, as some specialists understand that projects should be headed by the private sector and others, by the government
- **Discussing open data and open innovation:** by integrating public and private actors, MaaS poses a challenge for the definition of the legal, operational, and business bases of the service
- **Discussing trip integration:** integration range from none, where services are unique and provided separately, to full integration through public policy with incentives addressed to your long-term goals



# DESIGN OF GOVERNANCE INFRASTRUCTURE



- Ecosystem context aligned with MaaS policy objectives
- Innovation management to define the bases and governance policies through engagement activities; the technology support structure and planning and leadership structure to ensure the continuity of the platform;
- Support for co-creation, consolidating the integration of resources and reducing information asymmetries between participants in the co-creation processes.



# CONCLUSIONS



- Although the different experiences with MaaS around the world present local characteristics, there is the convergence of some good practices in which Brazil can certainly be inspired
- Making the concept of MaaS viable as a public policy depends on synergies between political and market actors located in different layers of urban reality and, more generally, in society
- MaaS as an open innovation policy will require Brazilian cities to create institutional spaces for co-creation with competitive companies in the development of mobility solutions and big data processing