



10th Florence Intermodal Forum

Roelof Hellemans: Secretary General MaaS Alliance

European University Institute
Florence, 25 of November 2022



**Open ecosystem
for innovations and
market with a
variety of choice**



**Putting people
at the center**



**Engagement –
creating MaaS
for and with all**



**New togetherness
for better mobility**



**Market dynamism
and trust**



**Advanced data sharing
model and incentives
schemes are needed**



**Access to critical
assets**



**Sustainable
mobility ecosystem**

Open MaaS ECO System

USERS

Mobility Service Providers

Public Authority

Citizens / Inhabitants

Quest

Employees

Options
vs
Decision

Proposition (B-C)

- Cost
- Time
- Ease to Use
- Environment

Mobility Providers

Owned Assets



Shared Assets



Assets (network)

- Water
- Air
- Road
- Rail

Usage

Accessibilit
y
Liveability

Political
Responsibilities

- Globe
- Continent
- Countries
- Regions
- Cities
- Areas

MDMS: Multimodaal Digital Mobility Services

Digital Regulation of the way we connect and share information

(B-G) Mobility Orchestration Layer (Mobility Management)

Open Mobility Service Directory

Output of Cities

- Performance of Cities
 - SUMP & SUMI
- City Index
 - Comparison between cities
- GAP & Learnings
 - Mobility Management on Assets and Services

Input To USERS

- Direct influence on Assets and Services in the right Proposition
- Customer Behaviour
 - Influencing elements in proposition
 - Projects on Propositions
- Equity of usage Mobility Services
 - Affordability: poor to rich
 - Availability: City to Urban Area
 - Inclusiveness to Services



Join the ride!
www.maas-alliance.eu
info@maas-alliance.eu