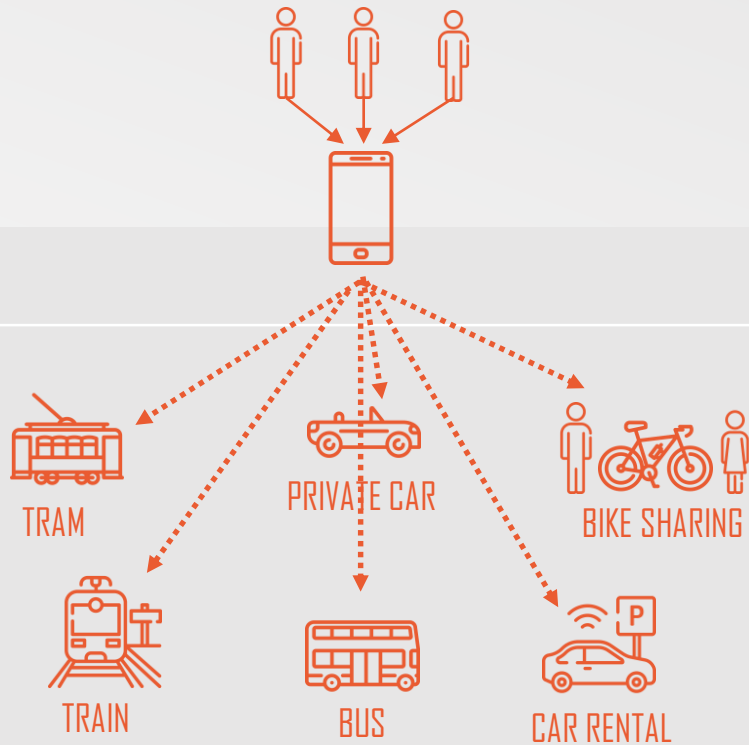


MaaS in facilitating seamless EU wide multimodal ticketing and payment

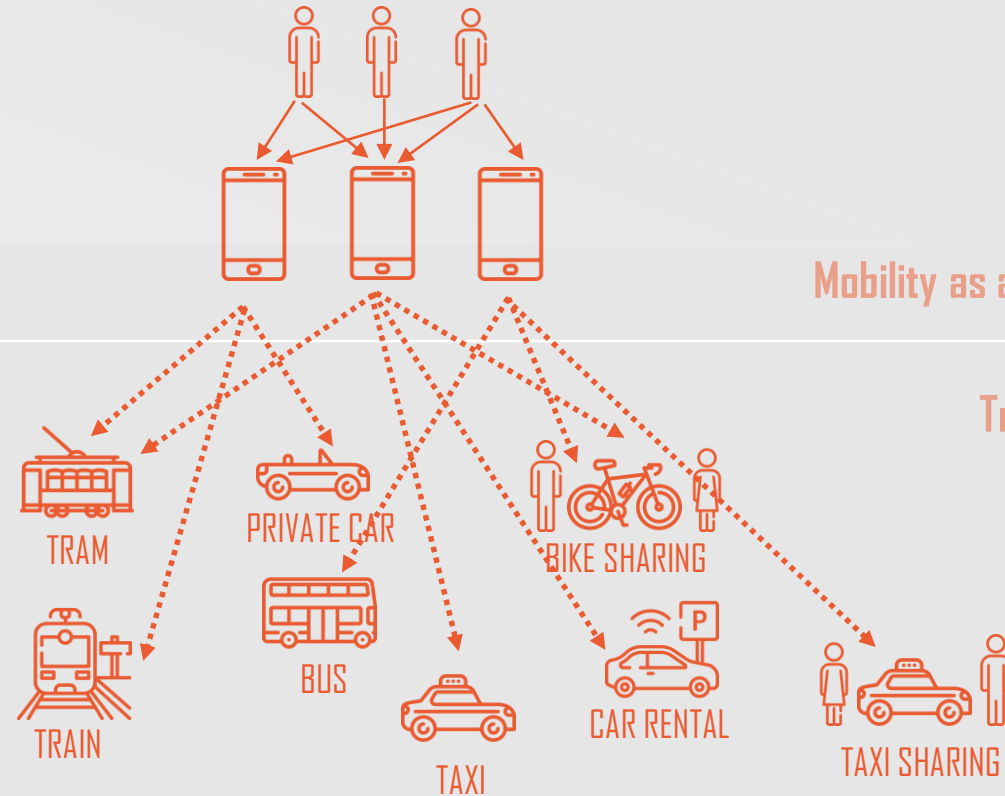
13 September 2019

Piia Karjalainen
 @PiiAnnika

Winner takes it all (UNDESIRE)



Open ecosystem (DESIRED)



Mobility as a Service (aggregators)

Transportation providers

Market development



Access to high-quality data

- Static & dynamic data on network & services
- Routes, schedules, availability of fleet, accessibility information, road works, traffic situation, disruptions...



Access to service provision

- Market access for various new mobility services



Access to integration

- Technical bottlenecks
 - Harmonised APIs
- Market bottlenecks
 - Sharing best practices and experiences



FURTHER READING

MaaS Alliance
Vision Paper
"Data Makes
MaaS Happen"

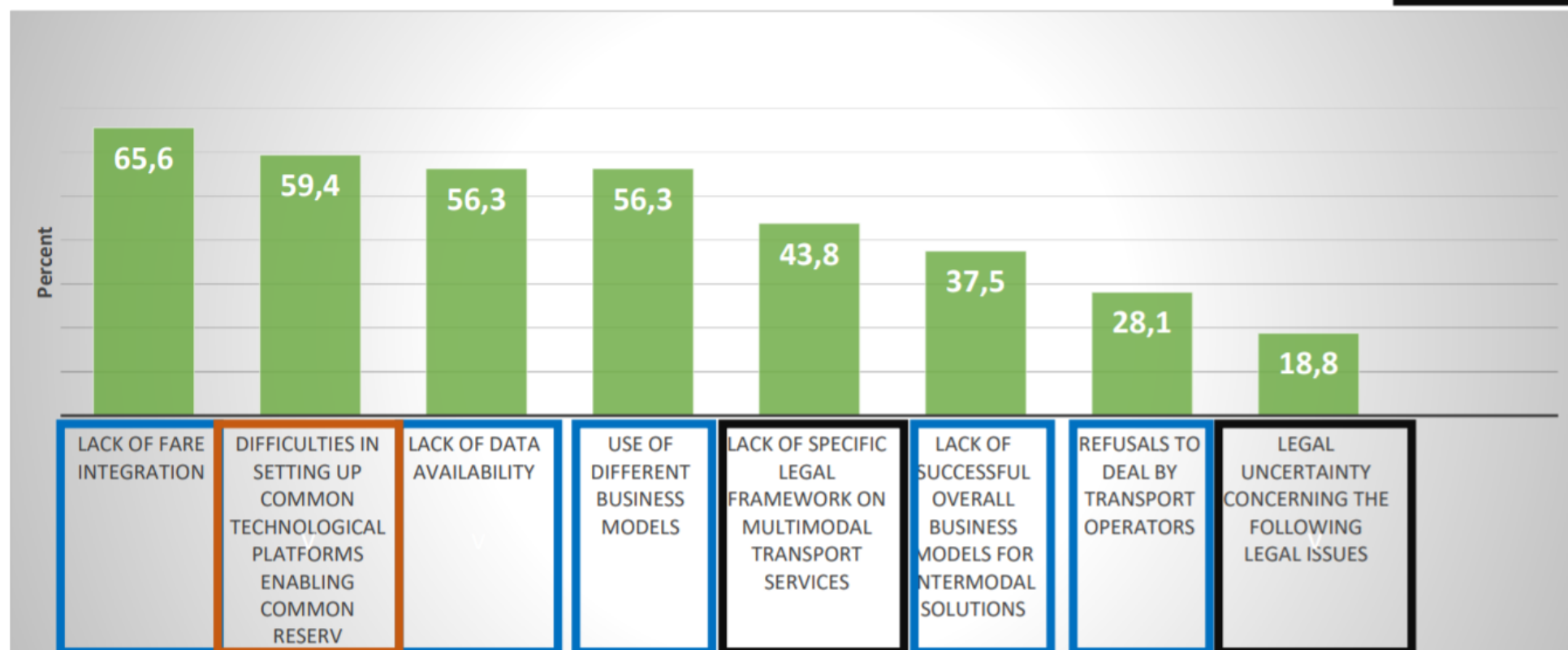
Main enablers in open MaaS ecosystem

What are the main challenges that your company/organisation is experiencing?

TECHNOLOGICAL

COMMERCIAL

LEGAL



Which aspects of ticketing integration should be covered by regulation at either EU, or national or regional level?

- **Passenger rights**, their protection and privacy safety
- General **travel conditions**
- Service provision, **data access** and channel availability
- Unifying **electronic systems**
- System for claims for cancelled or delayed trips, **ticket reselling platforms**
- Integration of **local and regional transport**

From Grimaldi + VVA + Wavestone Study for the EC, February 2019:

https://ec.europa.eu/transport/sites/transport/files/vva-grimaldi_ppt_presentation_ticketing_study.pdf

Key actions

Facilitate
investments in ticketing
and payments system

Don't enable
new technical /
operational
gatekeepers

1

Facilitate access to
data

With regulation
Via code of conduct
Via reciprocity models

2



3



Set right
requirements in
procurements and
PSOs

4



Support the
advanced
passenger right
schemes

5



Study on the Legal Framework for MaaS and Roles of Public and Private Parties

Main conclusions:

- PTOs / PTAs are able to extend their scope and become a MaaS operator, but there is a lot to take into account before doing so: competition law, pricing and providing equal access to all services
- MaaS operators must be able to access the same deals concerning tickets and services, such as mobile tickets, monthly tickets etc., as the ones offered to end-users by public transport operators
- When defining the price of public transport tickets paid by MaaS operators, the PTOs should apply similar pricing principles as the ones applied to their own distribution channels
- Competition concerns could also arise as a result of the use made by a dominant PT of aid received from the State, the region or the municipality. By way of example, this could happen if the PT was to receive public funding for the provision of universal transport services and it were to use this aid to cross-subsidise MaaS services so as to apply predatory prices in this segment.



Study on market access and competition issues related to MaaS

June 2019

Access the study here:
<https://maas-alliance.eu/maas-alliance-commissioned-study-to-clarify-the-legal-framework-and-roles-of-public-and-private-parties/>

MaaS in transport decarbonisation tool kit



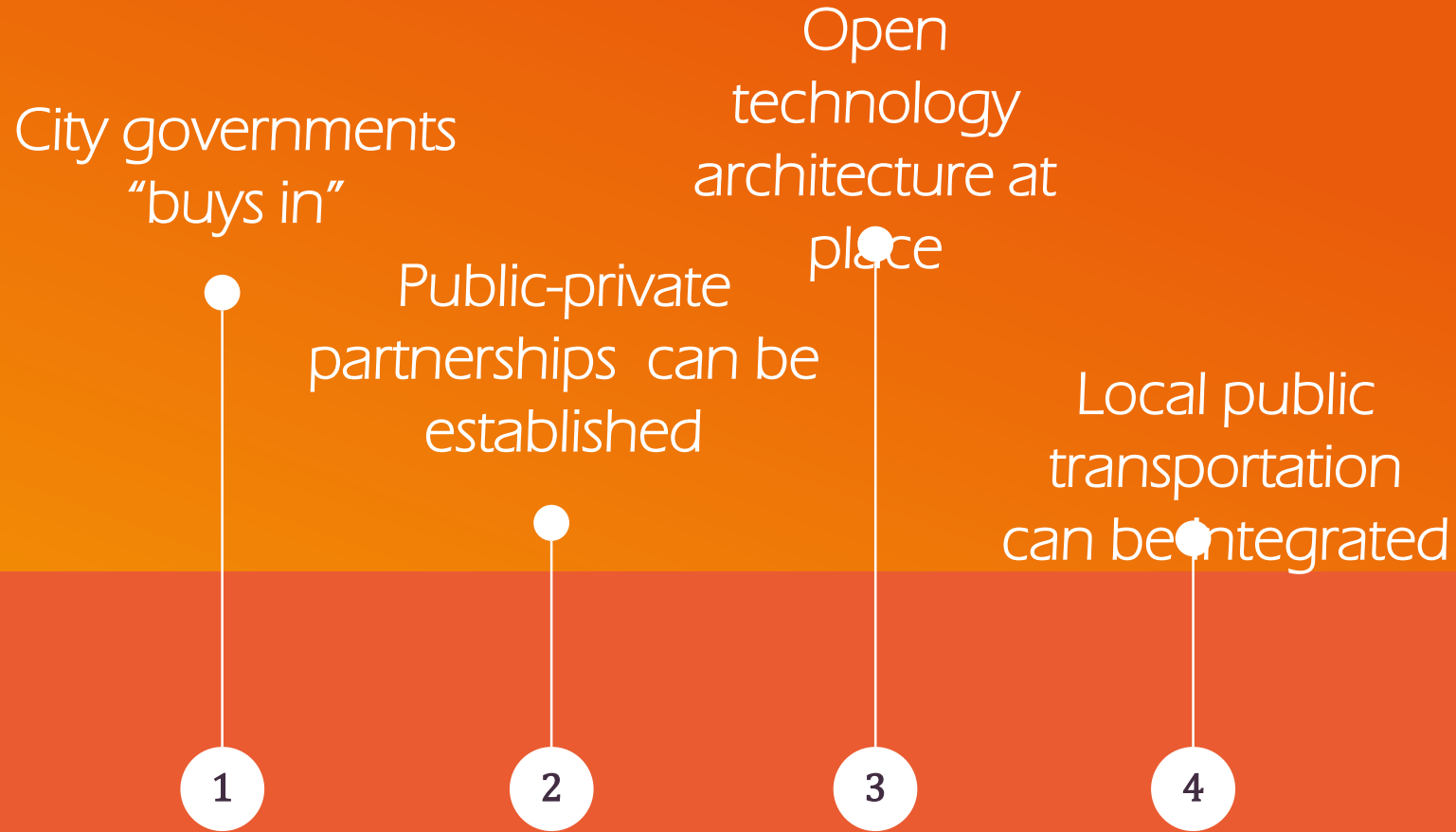
50 %

Vehicle-km reduction potential of MaaS

30 %

CO2 reduction potential of MaaS

by **2050** in scenario of
accelerated uptake of shared modes
combined with **public transport**
and **strong regulation**



**FURTHER
READING:**
Deloitte
[The rise of
mobility as a
service](#)

Entry criterias for MaaS

 European Automobile Manufacturers Association	 Àrea de Barcelona Autoritat del Transport Metropolità	 Intelligent travel made real™	 Ministry of Infrastructure and Water Management	ENTERPRISE HOLDINGS		 Europcar Mobility Group			
 GLOBAL	 the mind of movement	 Transport Systems		 25 years of Mobility					
	 A Kapsch Group Company >>>			 Integrated Information System for Mobility				 TRANSPORT, INTELLIGENCE & SUPPORT	
 CITY OF COPENHAGEN		 Comune di Milano		 Urban Development City of Vienna	 Liikenne- ja viestintävirasto Transport- och kommunikationsverket				
	 Part of the WEST MIDLANDS Combined Authority								
 DEON DIGITAL	 BUSINESS CONSULTING			 ITS Netherlands				 TVV lippu- ja maksujärjestelmä Oy	
 mobility and logistics cluster							 the mobility company	 BNP PARIBAS GROUP	
 ALD Automotive									



MaaS Alliance members



Build

an open and sustainable MaaS ecosystem



Enhance

inter-operability and roaming of services & scalability of businesses



Provide

market insights and MaaS information



Connect

"problem-owners" with solution providers



Develop

trust and collaboration



Define

principles in data sharing and data access



What do we need MaaS Alliance for?



– proudly hosted by ERTICO – ITS Europe

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 @MaaS_Alliance

Thank you for your attention!

Piia Karjalainen

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