

MOBILITY-AS-A-SERVICE

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Ecosystem developments in the Nordics

GÖRAN SMITH

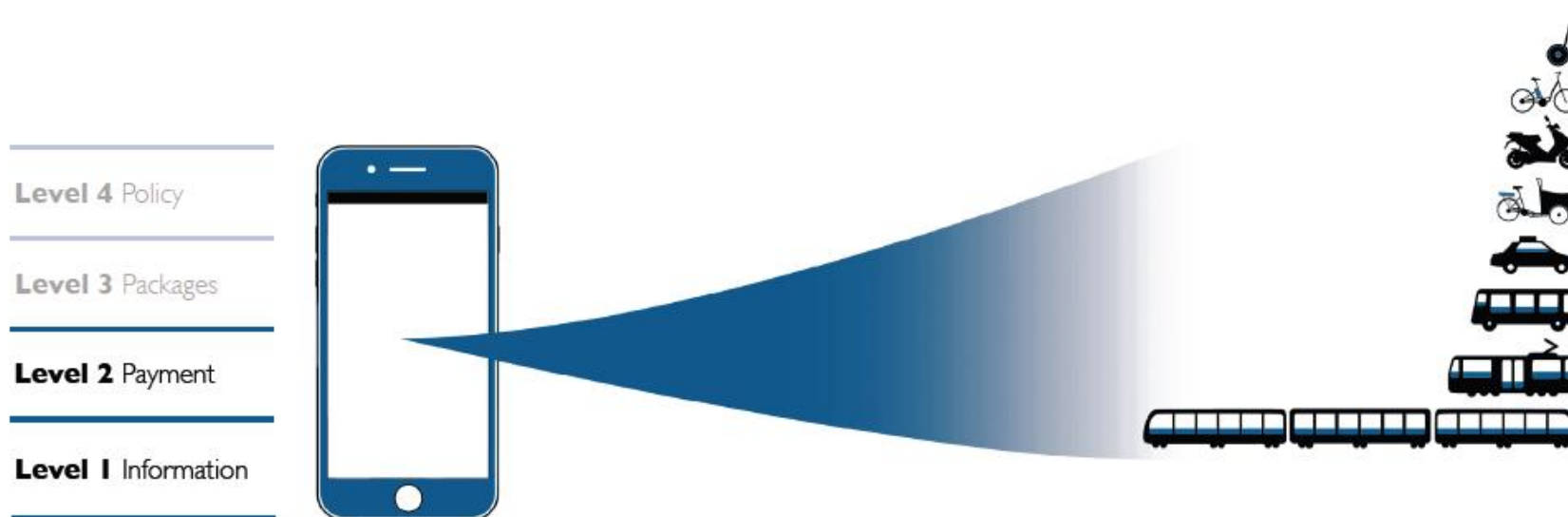
2020.06.16

CHALMERS



KASTRIA
GÖTALANDSREGIONEN

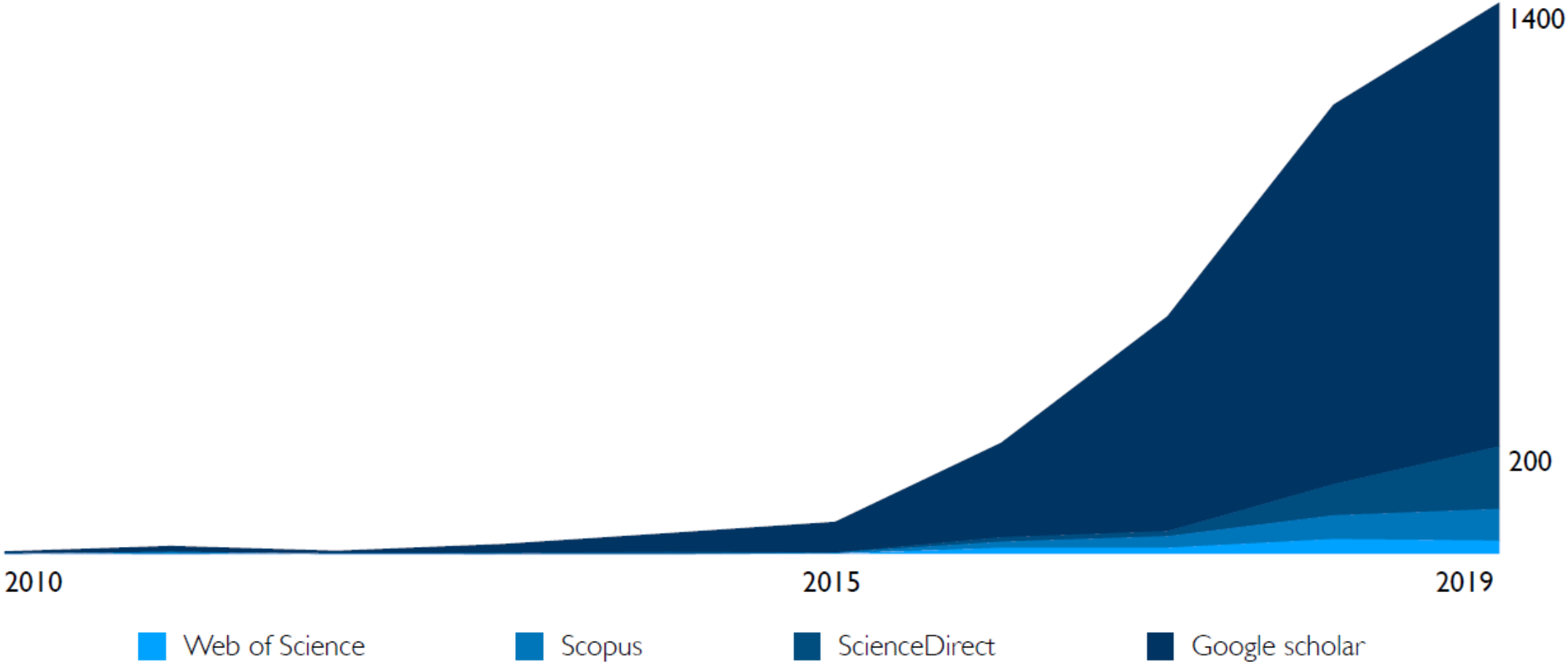
DEFINITION



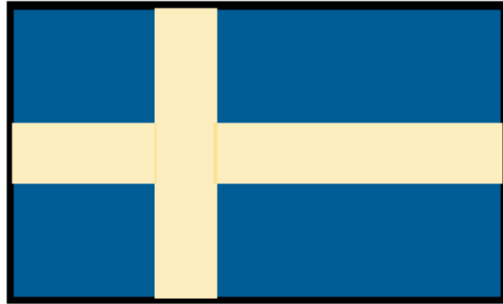
“...a type of service that through a joint digital channel enables users to plan, book, and pay for multiple types of mobility services.”

TOPICALITY

MAAS-THEMED PUBLICATIONS PER YEAR



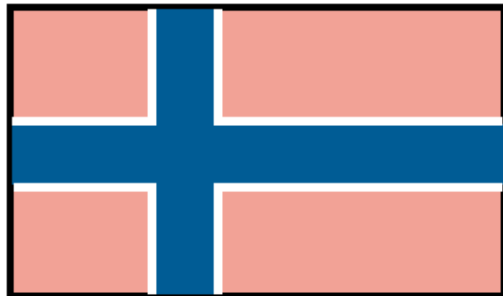
NORDIC DEVELOPMENTS



UbiGo pilot in Gothenburg 2013-2014
Failed procurement attempt in Västra Götaland in 2016
Launch and cancelation of the Swedish Mobility Program in 2017
Governmental inquiry into a national ticketing system in 2020

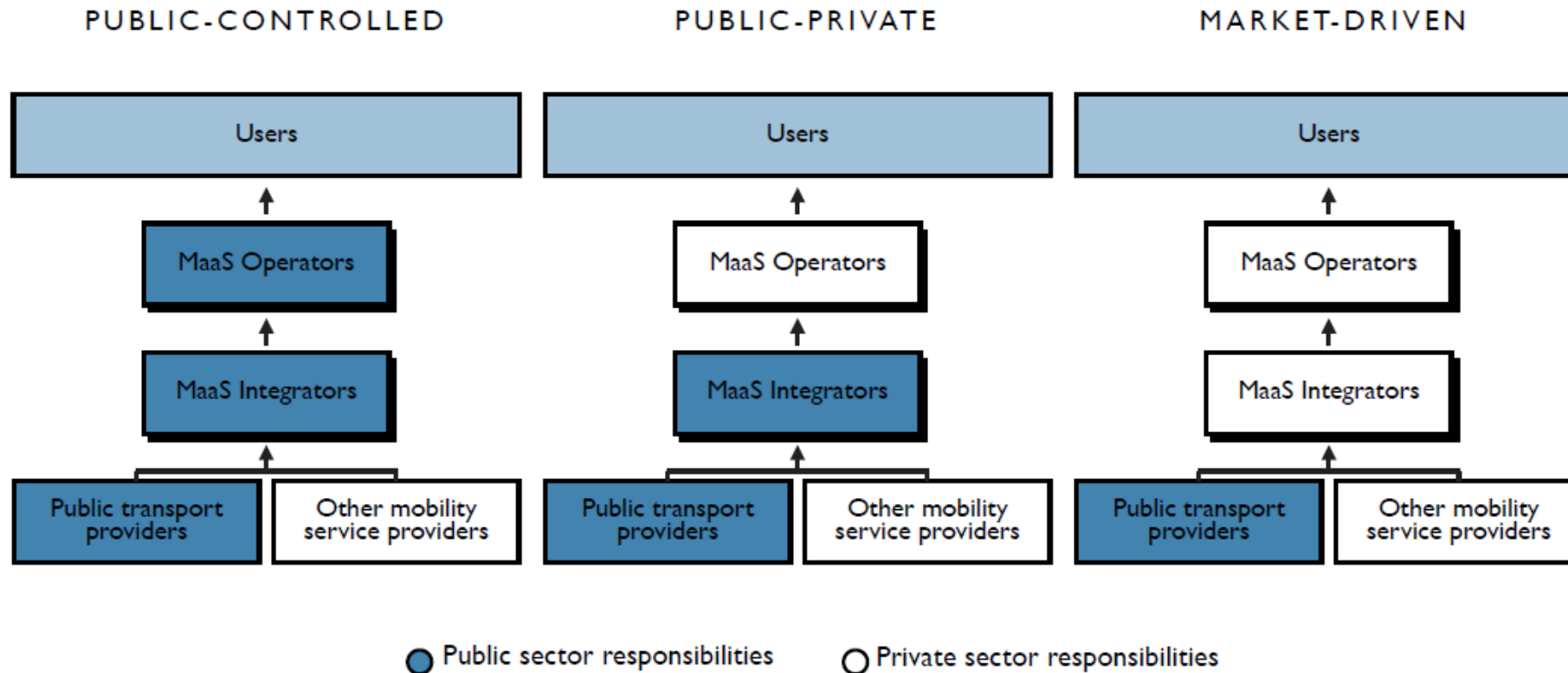


Transport revolution program in 2010 & mobility think tank in 2012
Master thesis & ITS Congress in Helsinki in 2014
Whim pilot in Helsinki 2016
Transport code reform phase 1 in 2018



Zero growth target for car traffic in 2012
Ruter's M2016 strategy in 2016 & white paper on MaaS in 2017
Introduction of a nationwide travel planner in 2018
MaaS pilot in Oslo in 2020

DEVELOPMENT SCENARIOS



GOVERNANCE PATHWAYS

	DEVELOPMENT	DIFFUSION	USE
MAAS PROMOTER (mostly hands-on)	Takes the lead in transforming MaaS visions and ideas into operational services	Acts as the lead customer for MaaS services and/or advertises MaaS services	Integrates mobility service data and tickets, and operates MaaS services
MAAS PARTNER (hands-on & hands-off)	Participates in knowledge sharing forums and in MaaS experiments	Legitimizes MaaS services, supports marketing, and shares user insights and data	Mediates data and tickets from mobility service providers to MaaS services
MAAS ENABLER (mostly hands-off)	Opens for and funds MaaS-related experimentation and research	Promotes the diffusion of mobility services and/or digital interfaces	Feeds data and tickets for its own mobility services into MaaS services
LAISSEZ-FAIRE (limited intervention)	Monitors MaaS development processes while continuing business as usual		

GOVERNANCE PRINCIPLES



LONG-TERM VISION

Set an inspirational long-term vision for MaaS that builds on transport policy objectives and links MaaS developments to other policy areas.



AGENDA FOR ACTION

Develop an agenda for action, including activities aimed at strengthening service systems, and at weakening the private car regime.



EXPERIMENTATION

Facilitate knowledge generation by investing in experimentations and by establishing internal conditions that favor risk taking.

THANK YOU!

My thesis on MaaS is available at:
research.chalmers.se/publication/516812

If you have any questions, please send them to:
goran.smith@chalmers.se