Mobility Talks #5

MaaS: disrupting mobility in the city!

17 September 2020
MaaS definition?

Find the differences!

✓ Integration of multimodal mobility services
✓ Single ticketing and payment
✓ Best value propositions for users + User experience
✓ New business models
MaaS definition without data?

- No Integration among public and private operators
- Several ticketing and payment operations
- No personalisation and lack of real-time information
- Without opportunities to generate added value

It will be a missed chance for sustainable mobility?
Advantages / Barriers

Mobility = Generation of real-time data and historical demand data

Potential advantages

- Planning mobility
- Optimization
- Innovative ecosystem

Current challenges

- Data exploitation
- Quality of data
- Neutral body regulator
- GDPR
- Open data agreement