SPECIAL SESSION

Mobility as a Service: Preparing for the new era in transport

15th November - 12:00-13:30

OBJECTIVE:

To introduce the concept of Mobility as a Service (MaaS), provide results of market research and MaaS demonstrations, and identify and discuss the challenges and opportunities of MaaS in the autonomous and connected vehicles era.

DESCRIPTION:

Most people do not know the companies that make sure that water flows out of your tao when you turn it on, or that the lights turn on when you turn on the switch. MaaS, short for Mobility as a Service, will do something similar with mobility: you say where you want to go, when, and specify your quality of service requirements, and the rest is arranged for you! MaaS integrates all the available transport modes in an area. It combines options from different transport providers into a single mobile service, removing the hassle of planning and one-off payments.

 Once the travel requirements are known, MaaS is an environmentally sound alternative to owning a car. It works out the best option for every journey – whether that's a taxi, public transport, a rental car or a bike share. From office commutes to weekend getaways, it manages daily travel in the smartest way possible.

Although there are a lot of discussions going on about MaaS, our knowledge about how this concept works in the real world and what user preferences are, is still limited. This special session will focus on the lessons learned from the first MaaS demonstrations on business-, policy-, technology- and research- levels. The findings will be discussed in light of the new era in transport sector, this of autonomous and connected vehicles; while opportunities will also be explored regarding how MaaS can be applied in developing countries.

PRESENTERS:

• **Maria Kamargianni**, presentation title "The MaaS concept, the business ecosystem and opportunities that lie ahead"

• **Antulio Richetta**, presentation title "MaaS and infrastructure fluidity"

• **Melinda Matyas,** presentation title "MaaS products design and customers' perspectives".