MaaS Alliance brings the global MaaS sector together
100+ Members & Partners from Public and Private sectors

Technology Solutions Providers

Public Authorities

Transport/Mobility service providers

Associations

Research & Consultancy

List of members availble here: https://maas-alliance.eu/the-alliance/

Create an open and sustainable Mobility ecosystem

Enhance inter-operability and roaming of services & scalability of businesses

Provide market insights and Mobility information

Connect "problem-owners" with solution providers

Develop trust, partnerships and collaboration

Share mobility knowledge

10 Years of Mobility Services

MaaS
ALLIANCE

What do you need **MaaS Alliance** for?

MaaS declaration
ITS European Congress
June 2014, Helsinki

2015

MaaS Alliance
White Paper published
September 2017

MaaS Alliance recognized as
the **best organization**
in the MaaS field by BMaaS
July 2018

MaaS Alliance
Playbook published
March 2021

Position paper
on Growth and future
of Integrated Mobility

Launch of
M4U community
2024

MaaS Alliance established
at **ITS World Congress**
October 2015

50

Members
in MaaS Alliance
May 2018

100

Members
in MaaS Alliance
March 2020

MDMS, MMTIS, EGUM
task force 2023-2024

Phase I: Establishment

Phase II: Setting the framework

Phase III: Creation of the ecosystem

Phase IV: Deployment of OME

10 years with the MaaS Alliance:
Global public-private-partnership & thought leader

10 MaaS ALLIANCE

Shaping the Future of Mobility:
Join the Open Mobility Ecosystem

The future of mobility hinges on a choice: the Open Mobility Ecosystem (OME), or closed, isolated systems. OME fosters collaboration, data sharing, and user-centric solutions for seamless travel. In contrast, closed systems lead to data silos, limited choices, and missed opportunities for innovation and sustainability.
Which future will we choose?

The Future We Can Build

Livable Cities and Mobility for Users

Seamless, sustainable, accessible and affordable transportation.

NOW

Improved Accessibility

Reduced Congestion

Enhanced Sustainability

Economic Growth

Resilient Infrastructure

User Empowerment

Limited Accessibility

Worsening Congestion

Environmental Damage

Economic Stagnation

Inefficient Resource Use

User Frustration

The Future We Want to Avoid

Congested Cities and Closed Mobility Silos

Worsening traffic, limited transportation options, increased pollution, and reduced quality of life.

Actions to Empower the Open Mobility Ecosystem

All stakeholders working together, public authorities and mobility service providers alike, collaborating to develop tools that foster Livable Cities and enhance Mobility for Users.

Mobility for Users

Corporate | Private

Shifting from owning to sharing

Mobility Management

Generic Mobility Services (Roaming) | Mobility Service Providers/MSO

Settlement | CRM | Operational data (No silos!)

Ticketing | Trips

Planning | Payments

Mobility Development

Mobility Infrastructure/Assets

Road | Water | Air | Rail

Governance Models

Local/Urban/National/International
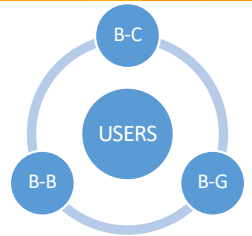
Interoperability and standardisation

Accessibility | License to operate

Mobility data space

The process to serve the User

1. WHO IS OFFERING THE OPTIONS OF MOBILITY
2. THE PROCESS OF DECISION MAKING OF MOBILITY: THE REASON TO USE MOBILITY
3. WHO IS CHOOSING TO USE MOBILITY

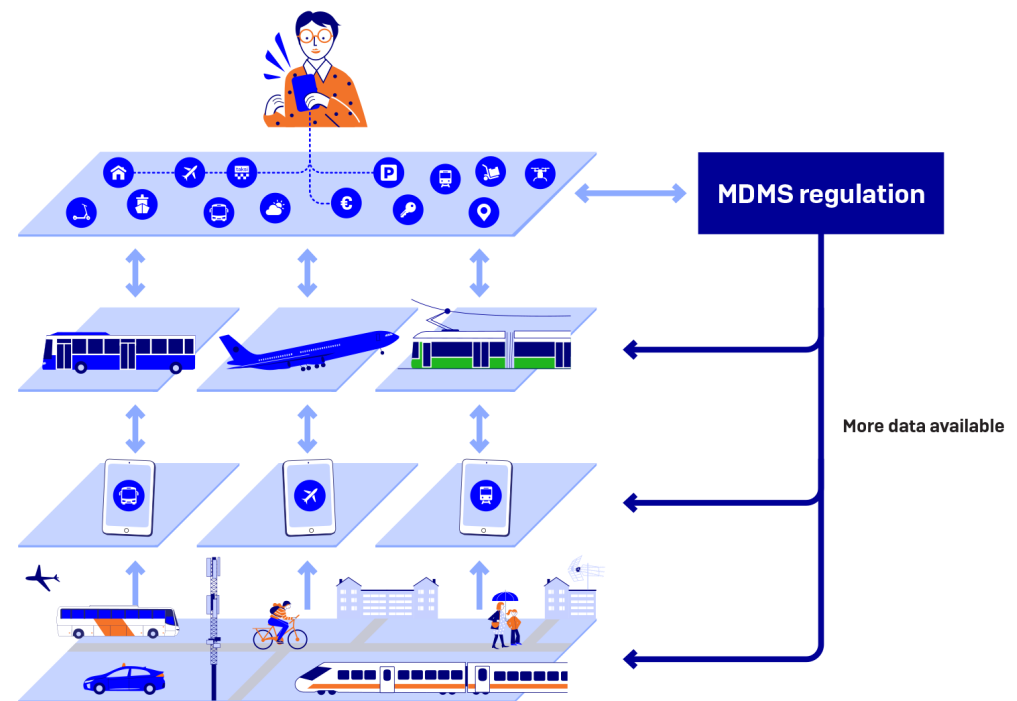| Scope	Providing Offer	The reason to use Mobility	Who is choosing to use Mobility
Corporate (B-B)	Employer	To Work: - Work at office - Meeting	- Employee - Costumer
Government (B-G)	Municipality	To Live: - Living in City - Visiting	- Inhabitant - Guest
Consumers (B-C)	Point of Interest	To enjoy: - Point of Interest	- Visitor

Tools to serve the User

Providing Offer	Input tools	The reason to use Mobility	Who is choosing to use Mobility	Output Tools
Employer	Contract and conditions - Mobility Budget - Lease Car - Travel Allowance	To Work: - Work at office - Meeting	- Employee - Costumer	Options to choose from 1) Planner options - How to plan my trip 2) Mobility Options - Offering of Mobility Services 3) Ways to use Generic Mobility Services - Ease to book - Ease to Use - Ease to pay
Municipality	Parking Policy - Permits - Parking products	To Live: - Living in City - Visiting	- Inhabitant - Guest	
Point of Interest	Parking Policy - Parking Fee - Mobility Contribution	To enjoy: - Point of Interest	- Visitor	

MaaS Alliance view and position on MDMS

On the 7th of February 2023, the MaaS Alliance published

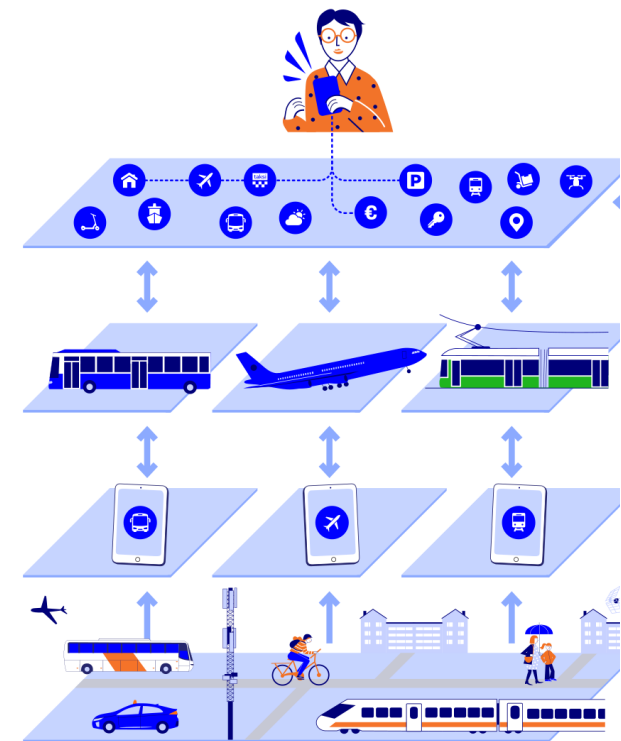- [MaaS position on multimodal Digital Mobility Services](#)

1. Scoping MDMS: do not maintain Mobility Silos

2. Provide Clear Rules and Regulations for all players: PTA and PTO + Mobility Operators

3. Provide Generic "Digital Mobility Services": Mobility Roaming

4. Focus on the Options to be provided to all USERS

MDMS regulation

More data available

MaaS Alliance view and position on SDBTR Single Digital Booking and Ticketing Regulation

Let's open-up the market for all Mobility Service Providers

1. Scoping
   - All Mobility Services

2. Focus on Users
   - Simpler ticketing and booking for all trips, starting with Rail

3. Generic Approach for offering Mobility Services
   - Planning – Booking – Trip – Paying – Settlement – CRM –

Key topics:

- Open Mobility Ecosystem
- The mobility Triangle (Users, Mobility Service Providers, Public Authorities)
- Deployment overview in EU and the directions
- Mobility Management:
  - o Governance models for input (data & governance)
  - o Governance models for output (proposition)
- Mobility roaming (unifier for ticketing and payments)
- Public Mobility Algorithm (management of demand and supply to reach the optimum, push and pull measures)

- From pilots to full deployment
- Next-gen road safety
- Space-based technologies
- 5G and beyond
- Automated Valet Parking
- AI-powered next-gen TM
- Equity & inclusivity

- Real-time, context-aware data
- European mobility data space (EMDS)
- Cloud-edge-IoT orchestration
- Smart cycling & multimodal
- Innovative aerial services
- Infrastructure digitalisation
- Next-generation eCall

CCAM Deployment

Resilient and safe mobility for today and of the future

Societal aspects of mobility for people and goods

Automation
Mobility Data
Optimized Freight Transport
AI
Artificial Intelligence
Traffic Efficiency
Physical Infrastructure
Cross Border Mobility
Space Based Technologies
Data Space
Resilient Mobility
Sustainability
User Centric Innovation
Multimodal Traffic Management
Sustainability
Fleet Electrification
Rural
Digital Infrastructure
Safe
Inclusive Mobility
V2X Communication
Regulatory Frameworks
Smart Infrastructure
Citizen Centred Transport
Electrification
Sustainable Mobility
AI
Data Driven Decision Making
Collaboration
Road Safety
Big Data
5G Connectivity
Automation
Gender
Mobility As A Service
Cloud Edge Iot
Deployment
Autonomous Public Transport
Cross Sector Collaboration
Traffic Management
Equity In Public Transport
Mobility
Safety Vrus Emergency Response
Satellite Technology

- Safety-related traffic Information
- New Mobility Services (NMS)
- Ultra-compact battery electric vehicles (BEVs)
- Waterborne freight transport
- Sustainable mobility management
- Fleet electrification
- Space-based technologies

- Redesigning cities
- Gender-Inclusive mobility solutions
- Automated public transport for all
- Responsible drone integration Intelligent Speed Assistance
- Digital Twins for EV and freight electrification
- Smart last-mile logistics
- AI-powered public transport

Website
Exchange updates on news and events concerning MaaS

M4U Community
Join the network of experts and build connections

Monthly Newsletter
(communicate with members)

Bi-annual Newsletter
(communicate with general audience) ~3,000 contacts

Social media
Connect through:
Twitter: ~4,490 followers
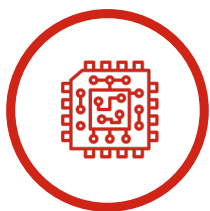LinkedIn: ~6,412 followers

Our Communication Channels
are **your** Communication Channels

@MaaS_Alliance

maas-alliance

MaaS Alliance

www.maas-alliance.eu

10 Years of Mobility Services

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Technology & Standards
Working Group

Governance & Business Models
Working Group

Users & Rules
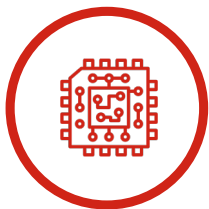Working Group

10 Years of Mobility Services
MaaS ALLIANCE

- Collaborate in regular monthly conference calls and through our collaborative platform
- Get peer-to-peer support and find partners
- Engage in interesting discussions on the latest MaaS developments and future evolutions

Working Groups:
Collaborate to create an open MaaS ecosystem

Activities at Working Groups in 2025

Technology & Standards Working Group
- Interoperability of APIs: mobility processes and input
- Data Models: Deploy EMDS, Napcor
- AI & enhancing technologies
- Mobility Roaming: (Generic Mobility services like ticketing – payment)

Users & Rules Working Group
- User-centric mobility services (behaviour change and nudging)
- Formulating position in regulatory consultations (EGUM, MDMS, MMTIS, SDBTR)

Governance & Business Models Working Group
- Business Models for MaaS
  - B2B Corporate MaaS / B2G Governance (MaaS Playbook 2.0)
- Procurement & Tendering
- Marketplace (sustainability & revenue)
- Projects and funding opportunities

10 Years of Mobility Services

MaaS
ALLIANCE

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ITS EUROPE

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