A sustainable 'public value' MaaS Ecosystem
A perspective of Europe’s Transport Authorities

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EMTA is an association that unites the transport authorities from 27 of the larger European metropolitan areas to share knowledge and experience and to jointly address challenges in mobility and public transport.

EMTA brings together high level executives from its member authorities twice a year for a General Meeting to facilitate a discussion amongst peers on topics Europe’s transport authorities see themselves confronted with.

In various collaboration efforts, EMTA joins the expert colleagues from its member authorities, facilitating in depth discussion and elaboration of specific topics and questions.

EMTA currently runs a collaboration effort on MaaS
What we need to consider when setting up a 'Public Value' MaaS System

Issues of Smart Mobility Governance

- Conditions of Monopoly
- Redistribution of public space to commercial purposes
- Data asymmetry
- Discrimination through a varying degree of spatial uptake of services
What it is
Mobility solutions through seamless integration of different public and commercial transport provisions offered by a service provider.

Digital interface that permits trip planning, reservation, on-route support, payment and trip alteration.

Generates insights on demand, needs and travel behaviour for cities and authorities that allows more targeted adjustments and investments in public transport and infrastructure.

What it is not
MaaS is not a container term for servitization efforts in mobility.

MaaS is not a transport service and does not produce transport capacity.

Finding a way to define MaaS
(Decentralized) Commercial Initiative
Standardized Ecosystem
Standardized Ecosystem
A sustainable ‘public value’ MaaS ecosystem needs to enable an open and inclusive two-sided mobility market.

A sustainable ‘public value’ MaaS ecosystem needs to create a citizen centric mobility system, enabling well informed mobility choices that align with what is best for citizens and the city.

A sustainable ‘public value’ MaaS ecosystem contributes to the reduction of negative transport externalities.

A sustainable ‘public value’ MaaS ecosystem needs to be regionally structured to align with local context conditions while being internationally accessible to enable full mobility.
EMTA’s research and collaboration process on MaaS is summarized in an in-depth Point of View.
Now available at emta.com
Thank you
Vielen Dank
Dank U
U wel
Merci

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Are we really going to travel more sustainably through MaaS? We need evidence of the effects. Is it really as good as it seems?

Is there actually a market for competition at the service level? Or is MaaS a viable business case only if data can be leveraged by the MaaS provider?

Are stakeholders willing to work on a sustainable ecosystem? We need trust and willingness of TSPs, Authorities, Operators and MaaS providers.

Can we actually handle a successful MaaS system? Is our public transport + shared modes able to handle a larger scale mode shift?