

Mobility as a Service for and by all: replication potential and how to implement MaaS in local context

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[Guidelines on how to implement MaaS in local contexts](#)



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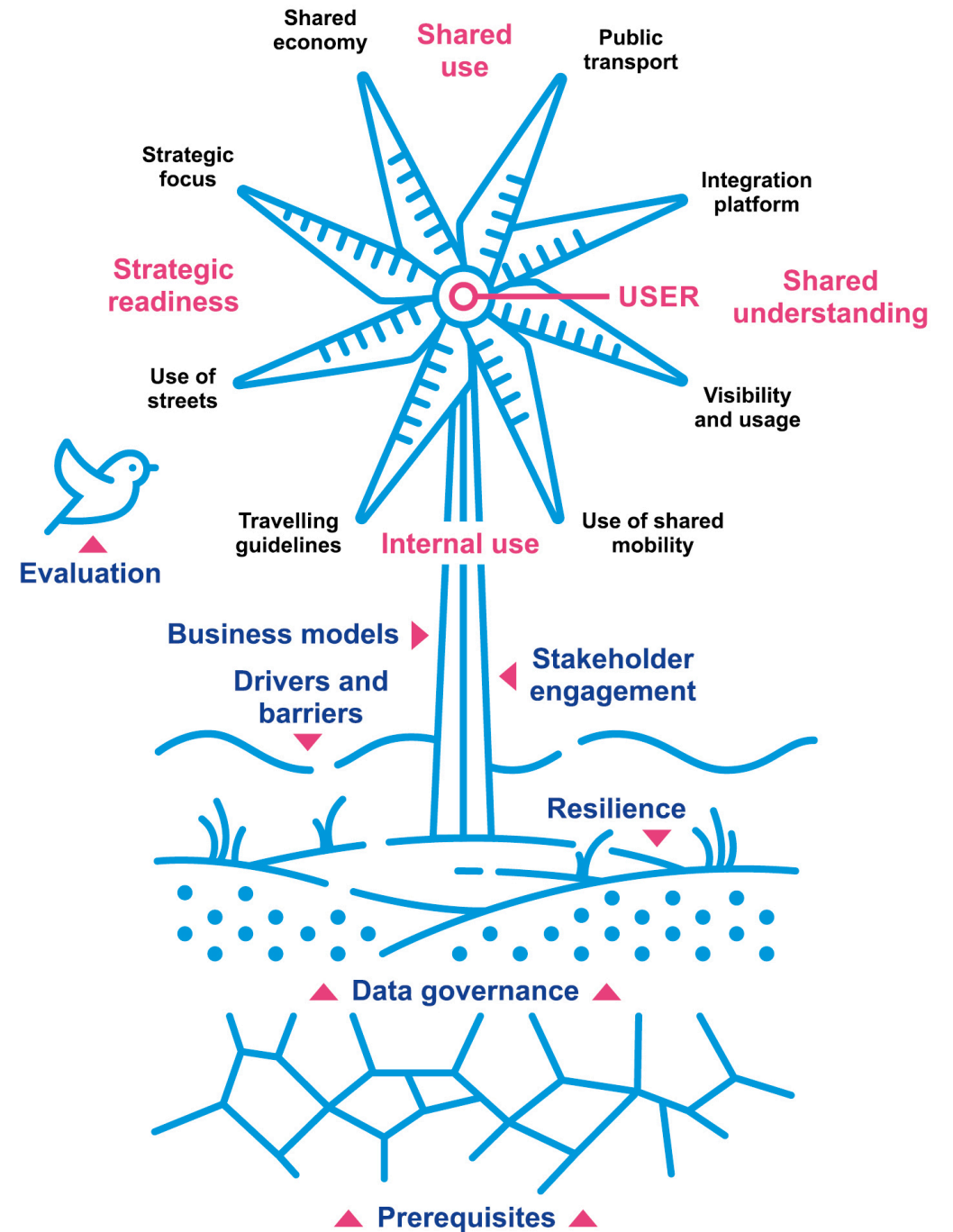
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Mobility as a service in CIVITAS ECCENTRIC

- Focus on user needs
- Develop an ecosystem
- Create ground for MaaS to flourish



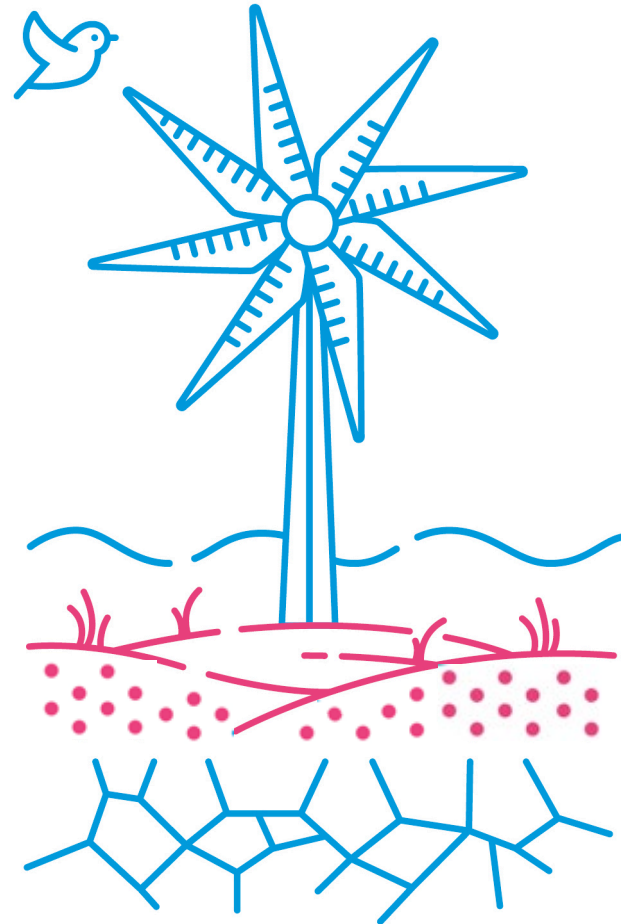
Resilience

Risk assessment of
the system

Modularity

Interdependence

Privacy



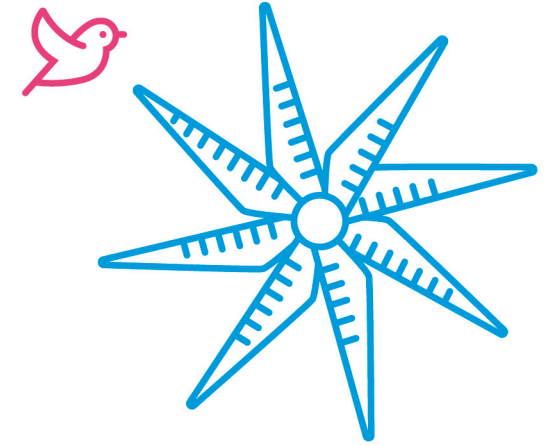
Different roles

Customer data

Data ownership

Data Governance

Summary impacts of the solution



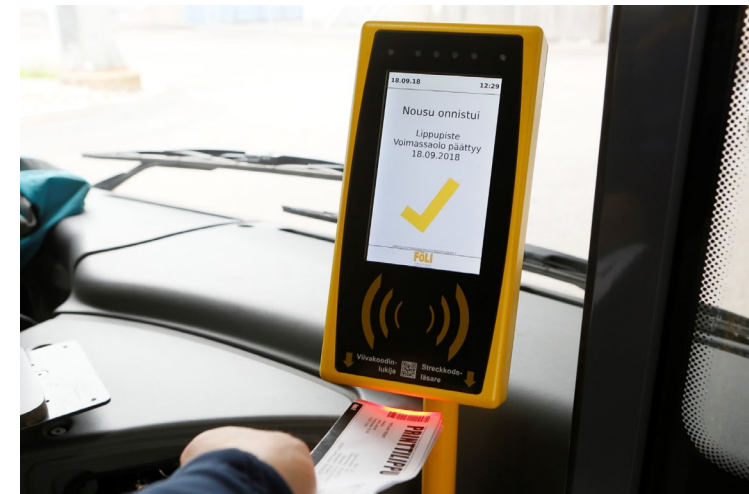
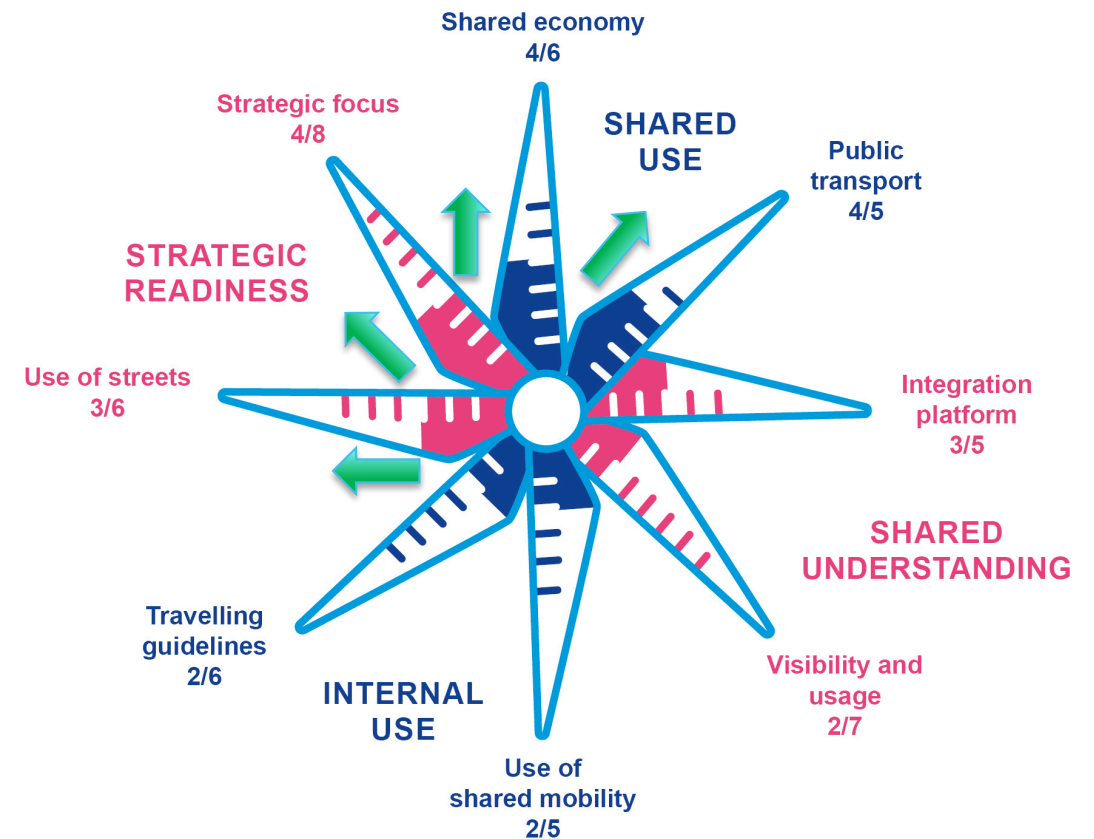
- Satisfied customers
- More options, visibility
- Change of travel behaviour
- Improved co-operation with operators

In longterm...

- Reduction of car dependency, vehicle kilometer travelled and overall emissions
- Improved resilience of the system

MaaS in Turku

- Focus on "ground work" and next steps on the readiness levels
- Achievements during past years:
 - Integration of bus tickets with events
 - Integration of bike share to PT tickets
 - Integration of mobility services to public transportation backend
 - Renewal of parking policies
 - Cooperation with service providers



Replications

- Several cities in Europe have used the MaaS readiness level index
- CIVITAS PORTIS – consortium
- National level in Finland



Thank you!

More information

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