

Participating Organizations



MaaSifest!

Mobility as a Service is the future for Mobility

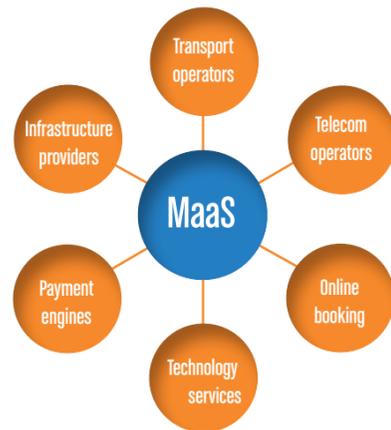
Mobility as a Service (MaaS) stands for a transition in mobility, where a consumer buys in mobility, instead of investing in transport equipment. In many sectors this transition already took place, like in music or hotels, now it's time for mobility.

An essential change in MaaS is thinking in levels of service. New services will form a combination between classical forms of public transport, demand based transport and private vehicles. Between these forms borders will vanish and a more integral system will evolve. In this MaaSifest we elaborate why we believe in MaaS, that MaaS is now already operational and we invite you to join us to speed up the adaptation of MaaS in The Netherlands.

Already operational

MaaS is not only something for the future, it's already operational in The Netherlands! Several organizations in The Netherlands combine the available pieces into MaaS. An overview of some of the initiatives in The Netherlands:

 <p>Expanding the possibilities of public transport. An example of this is the I Travel Business Card in Amsterdam, started in January by the GVB and the Mobiliteitsfabriek.</p>	 <p>Did you know the competence centre, where several international MaaS implementations where developed, is located in Rijen?</p>
 <p>MaaS on the river Maas! De Verkeersonderneming brings with her Marketplace for Mobility MaaS in practice.</p>	 <p>Communities of people to share cars, rides and bikes. A full multimodal, real-time service in the future.</p>
 <p>RMC makes sure everyone gets the best mobility solution, now for companies and people with disabilities, in the future for everyone!</p>	 <p>The technical university of Eindhoven sees demand motivated MaaS as a certainty for the future need to transport people and goods.</p>



The possibility of new services in mobility and with this the possibility of new business models is also a driver. The potential market is big: the average revenue per user (ARPU) for telecom is 30€ a month, the ARPU for mobility can be as much as ten times bigger. To add up to this, MaaS is a logical next step in the changing role of governments. Next to offering different levels of service, MaaS can reduce the barriers of mobility for young and old, rich and poor, national and international visitors, leisure and business travellers.

The aspects of MaaS summed up:

- Freedom of traveling**
 MaaS stands for freedom for users: one solution for every mobility need. A one stop shop for all mobility.
- Travel experience**
 MaaS stands for a new way of moving, the magic of a vehicle being ready at your doorstep, the ease of traveling the way you want.
- All-in approach**
 MaaS stands for the connection between different modalities, safe connections and access to all modalities without different subscriptions.

Why MaaS?

MaaS is the stepping stone towards the sustainable smart city. Sustainability is an important driver, you buy in certainty and guarantee, the shift from owning to sharing makes mobility choices more explicit and more rational. Not only for the traveller, but also for the operator.

Another important driver is efficiency, for the user and for mobility as a whole. After housing, mobility is the largest expense of an average family. A real good MaaS service will make sure you can trust on reaching your destination, independent of the modality chosen, even if something unexpected happens along the way. And you can trust on getting the quickest, cheapest and most sustainable transport option. Nothing to be worried about anymore!



MaaS, join the movement!

We see MaaS as the future for mobility. The Taskforce MaaS, powered by Connekt, is brought to life with the aim to speed up the adoption of MaaS in The Netherlands. The Taskforce is working on an action plan for The Netherlands.

We work on:

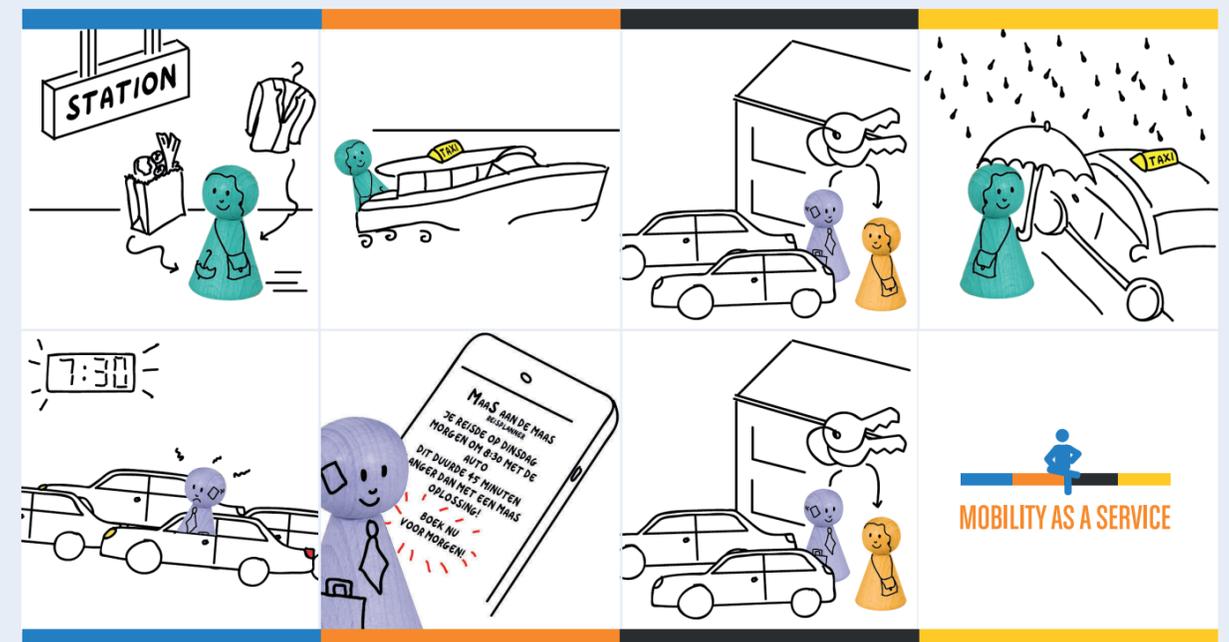
- Availability of data
- Opening up new ways of payment for mobility solutions
- New ways of agreements with individual transport providers. Making buying in of chairs and bundles possible
- Making possible that new mobility solutions when implemented, fit in the bigger picture of mobility
- For a healthy ecosystem with room for innovation

We ask you, suppliers of mobility, travellers, employers, service providers, branch organizations, technology providers and all others interested, to join us and to speed up adoption of MaaS in The Netherlands together.

More information?

Go to:

www.connekt.nl/initiatief/mobility-as-a-service/



Source: the Verkeersonderneming

