



Co-creation of mobility plans (MaaS bundles)

Matchmaking, Thessaloniki, 29 June 2022, 11:00-12:30 WET

Follow-up Note

Participants

Host organization and stakeholders

Sofia Suarez – University of Aveiro, Portugal (PriMaaS)

Peers

Georgios Georgiadis, Aristotle University of Thessaloniki, Greece (PE4Trans)

Vasilis Mizaras, CERTH / HIT, Greece (REFORM, e-Smartec)

Stefanie Schwerdtfeger, Hessen Trade & Invest GmbH, Germany (e-smartec)

Marlene Möhle – Hessen Trade & Invest GmbH, Germany

José Augusto Baptista Vieira, Municipality of Funchal - Mobility and Traffic Division, Portugal

Maria Morfoulaki – CERTH/HIT (e-smartec)

Eleni Katsigianni – Managing Authority of European Territorial Cooperation Programmes

Symela Pasalidou – Managing Authority of European Territorial Cooperation Programmes

Foteini Mikiki – Municipality of Serres

Beatriz Fernandes – University of Aveiro (PriMaaS)

Anthis Tsakiropoulou – Major Development Agency Thessaloniki (DESTI-SMART)

Lazaros Panagiotidis – Major Development Agency Thessaloniki (DESTI-SMART)

Rosanna Semerdijan - Managing Authority of European Territorial Cooperation Programmes

Interreg Europe Policy Learning Platform

Katharina Krell, Thematic Expert Low Carbon Economy

Simon Hunkin, Thematic Expert Low Carbon Economy

Eugénie Suplisson, Events Expert

Elena Ferrario, Thematic Manager

OBJECTIVES OF THE MEETING

The University of Aveiro, lead partner of the PriMaaS project, sought advice from other regions on how to co-create Mobility as a Service (MaaS) packages with the private sector and other stakeholders. In particular, they required advice on financing and compensation mechanisms, regional policy frameworks, monitoring and encouraging behaviour change, how to adapt Sustainable Urban Mobility Plans (SUMP) for MaaS, and how to ensure MaaS is truly sustainable.

The matchmaking was held in Thessaloniki, following the workshop on 'Behaviour change and participatory processes for sustainable mobility'.

SOME KEY TAKEAWAYS

- MaaS has many potential benefits including interoperability, optimized networks, better information provision, and greater efficiency for citizens. Challenges remain in how to please different target groups, ensure that MaaS is truly sustainable, define the role of public authorities, and consider the role of public subsidies.
- There are not many cities with true MaaS systems, but many have MaaS in some form, connecting a few transport services. Participants noted a major **challenge in engaging private mobility providers** and getting them to work with public transport providers, where there is often competition and a **reluctance to share data**. Similarly, private companies are interested in innovative products and services driven by profit, but may not consider inclusivity and social cohesion, unlike public transport.



- **MaaS has greater potential in large cities** than in small or mid-sized towns, which may only have one type of public transport available, usually bus lines. MaaS also often does not cover the urban periphery and smaller edge-settlements.
- **Integrated ticketing** has been a starting point for many authorities, where users can make use of different mobility solutions with only one payment system.
- Concerns remain over **sustainability of MaaS**. For example, are people switching from public transport to micro-mobility, with no change in behaviour of private car users? PriMaaS has explored this issue through its [Multidimensional Indicator of MaaS Systems Performance](#), examining assessment tools to see how well they include sustainability concerns. A new set of indicators will be proposed by the project in mid-2022.
- The public sector, for example the local transport authority, needs to play an active role in the development, coordination, monitoring of MaaS. It should act as the **local strategic integrator** to define mobility strategy, align business models of urban mobility providers, invest and fund technology assets, concentrate and exercise responsibilities for integration of multimodal infrastructures and develop a trustworthy collaboration for data sharing and dispute resolution.
- For example, the eMaaS project in Thessaloniki has created a **neutral platform for data collection** and analyse of transport to provide value to industry. It aggregates information on mobility use, demand and behaviour, achievement of policy KPIs and collects and brokers data.
- **People need to be motivated to start using MaaS** and making the shift from their current behaviours. Prizes and contests, loyalty schemes and reward points can be a way to keep motivating users. MaaS can only be one instrument, and should also be integrated into SUMP's considering also parking restrictions, low-emissions zones, greater roll-out of bike lanes, park-and-ride systems, and personalised transportation services.
- **A single app should be used for multimodal trip planning**, providing real time information, booking, rental and payment services. Different payment models can be considered to support inclusivity, for example, with discount rates for students or pensioners.
- Subsidies can help to move people to the socially optimum, and most sustainable solution, but **there is a need to be careful with what is subsidised**, as not all modes will require it.